

SAMPLE Leadership Level Donor Campaign Letter

Dear (Employee Name),

(COMPANY's) annual United Way Campaign will kick-off next week. And as you may know, I am a strong supporter of United Way and the results they are able to achieve with our support. United Way of Anchorage has been a force for change for more than 60 years.

For the past (how many years?) years, (OUR COMPANY) has played an integral role in improving lives and building a stronger community. By bringing together various stakeholders and maximizing resources, United Way along with (OUR COMPANY) has been able to “turn the dial” on key community issues like high school graduation rates and family homelessness.

Last year, (COMPANY) employees pledged \$ (LAST YEAR'S DOLLARS RAISED). This year, I'd like to not only increase the level of generosity, but I'd also like to raise the bar for participation, with the hope of reaching (PARTICIPATION GOAL) participation from our employees.

As a leader in this company, you have the opportunity to set the pace, start our campaign on solid footing, and change lives for the better. I am asking you to step up by giving at one of the Leadership Levels. The minimum leadership gift is \$1,000 or about \$20 per week. Please take this opportunity to demonstrate your community involvement and your commitment with a leadership gift to the United Way of Anchorage!

If you have any questions about our United Way efforts, feel free to give me a call personally or call our Employee Campaign Coordinator (ECC NAME) at (ECC PHONE).

I thank you in advance for your generous investment in our community.

Sincerely,

Company President