

## **SAMPLE CEO Endorsement Letter**

Dear **Employee Name**,

United Way of Anchorage continues to be a force of change in our community with the help of **COMPANY NAME**. It's been **# years** since our company conducted its first United Way Community Campaign. Since then, our commitment and support for this organization and the work they do has grown. We believe that supporting United Way is the most powerful way to create real and lasting change right here in Anchorage.

With all of that said, now more than ever, your community needs you. With this year providing a new and unique set of challenges to the people of Anchorage, I hope that you answer the call to assist in the effort to end homelessness, help children learn and graduate at a higher rate than before, and build strong financially stable and healthy families. For these reasons, we offer the gift of payroll deduction so that each of you can give a little each paycheck and transform our community for the better.

I encourage all of you to learn more about the causes and organizations that improve the health, education, and financial stability of every person in our community. You can visit United Way's website [liveunitedanc.org](http://liveunitedanc.org) and talk with our Employee Campaign Coordinator, **ECC Name**.

The goals of United Way of Anchorage are ambitious. That's why you are needed. I have made my pledge to United Way and invite you to join me in turning caring to action to make our community a better, safer place to live. To live better we must all LIVE UNITED.

Sincerely,

**Company President**