



# LEADERSHIP GIVING

## LETTER FROM CEO

I love this community where we all live and work, and I want to see it strong and vibrant. Unfortunately, our community is facing challenges. Tackling these community-wide issues requires a united front, one that harnesses the heart and hard work of local citizens.

As individuals, we can all stand against these problems. As a group of donors rowing in the same direction, we enhance our collective might. United Way of VEROPMR\$YR's Leaders Circle members, who make a generous contribution of \$1,000 (or more), are the driving force behind change. We ensure help is available and easily accessible. As important, we enable United Way to build effective partnerships and focus on strategies that are known to achieve the best results so that more lives are changed. More kids get a strong start. More neighbors are empowered to thrive - not just survive. More of us live longer, better. That's the strength of leadership, and the Power of Community.

I invite you to join me and other leadership donors at (EVENT NAME) on (DATE/TIME) to learn more about United Way's work and its support of our community's shared vision.

Sincerely,  
(CEO NAME)

---

## CAMPAIGN PROGRESS REPORT

### CEO PROGRESS ANNOUNCEMENT

Dear (EMPLOYEE NAME),

Since the start of the 2018 United Way Campaign, I've been inspired by the generosity and dedication of (COMPANY) employees. Thanks to all of you who have made a gift to support our community. We are currently at (PERCENT) of our goal, and I am confident we will reach it by the end of our campaign on (DATE).

When you give to United Way, you are investing in our community and making an impact in the lives of people who live and work here. You are helping our community advance its vision, where kids get a strong start, neighbors are empowered to thrive - not just survive, and people live longer, better. You are keeping our community strong and vibrant. That's the power of community. Thank you!

Sincerely,  
(CEO NAME)

### ECM CAMPAIGN PROGRESS ANNOUNCEMENT

Congratulations (COMPANY NAME) employees! We're reached (PERCENT) of our goal. Last week's (SPECIAL EVENT NAME) was a great success thanks to your participation and (PUT IN HIGHLIGHT FROM EVENT). Please make sure to make your contribution by (DATE), so that we can achieve our final goal of (AMOUNT). Your contribution helps ensure people like (INSERT NAME & HYPER LINK TO STORY) receive support and services when life takes an unexpected turn. We ALL need an extra hand every now and then and your donation helps programs like these be there in times of need.

I'm proud to be part of this exciting effort to create a thriving community and lasting change for all. If you have any questions please don't hesitate to reach out. I'm happy to provide you more information or help you find the right person who can.

Thank you for your support!

(EC NAME)

---

## POST CAMPAIGN MESSAGES & THANK YOU

### CEO CAMPAIGN FINALE ANNOUNCEMENT

Dear (EMPLOYEE NAME),

Congratulations (COMPANY NAME) employees, we've reached (GOAL) at (x PERCENT) over last year!

I wanted to personally thank you for your generosity. It makes me proud to see so many of our passionate colleagues coming together to help transform our community. As I said at the beginning of the campaign, (COMPANY NAME) employees are some of the most generous and caring people I know. You all showed the Power of CommUnity by stepping up to fight for education, financial stability, and health in Franklin County. I am proud to be associated with a group of people who set such high standards for others to follow - now and into the future.

Sincerely,  
(CEO NAME)

### ECM CAMPAIGN THANK YOU ANNOUNCEMENT

THANK YOU for your generosity in supporting this year's annual United Way campaign. This year (NUMBER) of employees participated contributing (AMOUNT) to our campaign.

I am proud to be associated with this organization and all of you. Together, we ensure that help is available and easily accessible, right when people need it. Together, we enable effective partnerships that help us tackle the root causes of our community's pressing problems. Together, we give kids a strong start, empower our neighbors to thrive - not just survive, and help more people live longer, better.

Whether you're a donor, volunteer, advocate, or all of the above, THANK YOU for taking an active role in making our community a thriving place for everyone to live, work, and retire. That's the Power of CommUnity!

Sincerely,  
(ECM NAME)

PS. You can stay involved year-round. Visit [uw-fc.org](http://uw-fc.org) today!