

SAMPLE CEO LETTER OF ENDORSEMENT

Dear [Name] OR [Colleagues],

 As we kick off our United Way campaign, I ask you to please join me in supporting United Way of West Ellis County.

This year’s campaign will kick off at [COMPANY’S NAME] on [DATE]. [COORDINATOR’S NAME or CAMPAIGN COMMITTEE] has been chosen as our Employee Campaign Coordinator, and has added fresh and exciting ideas to make this campaign the most successful yet. The United Way of Northwest Florida has the full support and commitment of [COMPANY NAME], as United Way makes sure that 100% of your gift to United Way programs stay in our community, making the greatest impact possible for your dollar.

However, they cannot do it without you. Your generous support for United Way will ensure that children and youth achieve their potential through education, it will help families become financially stable and independent, and it will improve our community’s health.

 If you’ve given to United Way in the past, thank you! This year, please consider increasing your gift by 50% a paycheck (for example, stepping up from $10 to $15). If you have never given before, now is the time to do so because – through your United Way gift – you will help so many in our community.

Together, we have the joy and privilege of making our community a better place for all. [Company Name], and I, personally, support United Way. I hope you will, too.

Sincerely,

[Name of Senior Leadership at the Company]

**About United Way of Northwest Florida:** The United Way of Northwest Florida is an independent 501(c) 3 organization that has been serving residents of Bay, Calhoun, Gulf, Holmes, Jackson, and Washington counties for over 50 years. Our mission of providing support to those in need focuses on education, financial stability and health programs. Collaborative work with local programs, business partners, and community leaders is what differentiates the United Way of Northwest Florida. We cater to critical needs, while simultaneously building positive and long-lasting community change.