

SAMPLE LETTER FROM UNITED WAY EXECUTIVE DIRECTOR

Hello Team,

 As we continue our United Way Campaign, I wanted to share the following message from United Way of Northwest Florida Executive Director, Mrs. Gina Littleton:

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The United Way of Northwest Florida is about turning **local dollars into local solutions**, which is why we make sure that your gift stays right here in the neighborhoods where we all live.

We strive to maximize every dollar you give to United Way to create the biggest possible impact in the lives of over one in four XXXX County households who are struggling to afford basic necessities.   United Way depends on selfless donors like you to provide resources for initiatives that strengthen our community. Every dollar you can give really does make a difference. We, and those we serve, deeply appreciate your generosity.

You can give online at **[LINK TO ONLINE PLEDGE FORM]** or complete a pledge form that your Campaign Coordinator can provide you with.

XXXX County needs people who feel passionately about our community. With your help, we can make this year’s Campaign a success and keep transforming lives together.

Gratefully,

Gina Littleton, Executive Director

***United Way of Northwest Florida***

**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.