

Sample Letters

Employees appreciate knowing that company and union leadership actively support the annual United Way Campaign. Personal letters from top-level management to employees are a great way to communicate that support. The following samples can be copied, reproduced, or used as a starting point for creating your own letters. Please share them with the appropriate people.



**United Way
of Lapeer County**

CEO Letter

Dear Fellow Employees:

Thank you. Your generous contribution to our campaign last year helped United Way Helped to create community solutions. With your help we raised *(your company's 2000 campaign total here)*, a *(your company's 2000 campaign percent increase here)* percent increase over the previous year's campaign.

Your gift to Metro United Way is an investment in our community that:

- helps kids succeed
- builds strong families
- promotes health and independence
- strengthens neighborhoods

We are beginning a new campaign with even greater commitment this year.

Please join us again in supporting United Way of Lapeer County. Your gift will help improve lives in our community. We provide payroll deduction to make giving easy, and we have planned a campaign that is educational and fun.

When making your giving decision, keep these words from Winston Churchill in mind: "We make a living by what we get, we make a life by what we give."

Please consider making a gift that's right for you. Thanks for your commitment and thanks for caring.

Sincerely,

Labor Letter

Dear Brothers and Sisters:

Thank you. Your generous contribution to our campaign last year helped United Way raise a record total to create community solutions. With your help we raised *(your company's 2000 total campaign here)*, a *(your company's 2000 campaign percent increase here)* percent increase over the previous year's campaign.

When you give to United Way of Lapeer County you are making an investment in our community. Your gift:

- helps kids succeed
- builds strong families
- promotes health and independence
- strengthens neighborhoods

Organized labor has long believed that the future of the labor movement is linked to the health and welfare of the entire community. Supporting United Way is the best way to strengthen our community.

United Way supported agencies and partners provide services to two in three people locally at some time during their lives. These are your friends, neighbors and family members. We provide payroll deduction to make giving easy, and we have planned a wonderful campaign to make it educational and fun.

Please join me in supporting this worthwhile cause with whatever size gift is right for you. And thank you for your commitment to improving lives in our community.

Fraternally,

Retirees Letter

Dear Retiree:

Thank you. Your generous contribution to United Way is helping to create community solutions. There is much left to be done, however, and we are beginning a new campaign with an even greater commitment this year.

Your gift to United Way of Lapeer County:

- helps kids succeed
- builds strong families
- promotes health and independence
- strengthens neighborhoods

United Way supported agencies and partners provide services to two in three people locally at some time during their lives. These are your friends, neighbors and family members.

When making your giving decision, keep these words from Winston Churchill in mind: "We make a living by what we get, we make a life by what we give." Please join us again in supporting United Way of Lapeer County. Your gift will help improve lives in our community.

Sincerely,

Many companies maintain a strong relationship with their retirees. A letter is a good way to keep them involved with your company and with United Way.

Thank You Letter

Dear Employees:

Thanks to you our United Way fundraising campaign was a tremendous success. With your help we raised *(your company's 2000 campaign total here)*, a *(your company's 2000 campaign percent increase here)* percent increase over the previous year's campaign. Your generous contribution this year helped United Way of Lapeer County raise a record total for our community.

I am very proud of the generous spirit you have demonstrated in helping improve lives in our community. You, along with the thousands of others who support United Way, are making a significant impact in our community.

Your gift to United Way:

- helps kids succeed
- builds strong families
- promotes health and independence
- strengthens neighborhoods

Thanks for helping ensure that vital human services continue to be available to everyone who needs them. Please take a moment to celebrate yourself and the people you work with. Your generosity is making our community a better place to live for us all. Thanks for caring!

Sincerely,

Voice Mail/E-Mail

If your organization uses e-mail or voice-mail, use those tools to convey important information about United Way. Here are some messages you could use.

Do you know how many people in our community receive assistance through a United Way funded agency?

What's raised here stays right in our community and is used to help families, friends, neighbors and co-workers right here in our community. In fact, two out of three people in our community receive services from a United Way partner agency sometime during their life.

Did you know United Way is the area's largest private funder of services for children?

United Way of Lapeer County allocates money each year to help keep children safe and healthy and prepare them for school and future success.

Have you ever benefited from a United Way of Lapeer County agency?

If you or a member of your family has ever used the American Red Cross, Boy Scouts, Girl Scouts, 4-H or the Salvation Army, then United Way has touched your life.

Did you know that United Way supports more than 40 health and human service agencies in our community?

United Way of Lapeer County funded agencies provide services in Almont, Dryden, Imlay City, Lapeer, North Branch, Columbiaville and every corner of our county. Your gift to United Way improves more lives in our community.

Did you know local volunteers work to ensure United Way spends its money wisely?

Committed volunteer experts study community needs and resources, set goals, and focus funding on programs that make measurable improvements in people's lives.

Did you know United Way invests in agencies that help the homeless?

Dozens of people in our community do not have a place to stay. Through the efforts of several partner agencies, over 1,000 people are provided nutritious meals, a clean place to stay, and assistance to help them re-establish their lives.

Did you know United Way invests in agencies that help victims of domestic violence?

According to national statistics, 30% to 50% of all women are victimized at some point in their lifetimes. Each year, LACADA assists over 500 victims of domestic violence with the physical and emotional trauma.