

## Sample CEO Endorsement Email or Video Message

Dear Colleagues or [Employee Name],

During the coming weeks, (WE OR COMPANY NAME) will conduct our annual fundraising campaign to support United Way of Carlisle & Cumberland County. I ask you to join me in improving lives and strengthening our community through the work of United Way of Carlisle & Cumberland County.

The Carlisle community faces unprecedented challenges such as the COVID-19 pandemic and racial injustice that has existed for far too long. Since 1918, United Way of Carlisle & Cumberland County has been here for our community, in good times and bad, throughout the circle of our lives. Generations of Carlisle residents have looked to United Way for help and hope because United Way transforms individual lives and brings long-lasting, systemic change to tough issues, like family financial stability, health, and education.

However, these challenges are bigger than any of us can tackle alone. When you give to United Way, you are EMPOWERING our community and making a difference in individual lives every day. Your support ensures the success of our children, the integrity of our families and neighborhoods, the dignity of our seniors, and a second chance for people rebuilding their lives. I encourage you to learn more about United Way's work and impact at [uwcarlisle.org](http://uwcarlisle.org).

[Company Name], and I personally, support United Way of Carlisle & Cumberland County. I hope you will, too.

Sincerely,

[CEO]