

Sample CEO Endorsement Letter

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 the 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. For 102 years, 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.

United Way brings people together to address the most pressing needs in our area, improving the quality of life for everyone in our region. They do it all strategically, transparently and with a focus on results.

With United Way, you can be certain your donation is invested to make an impact. Dozens of trained volunteers make sure every United Way program is well-run, efficient and, most importantly, gets results. Using local dollars for local solutions, United Way makes sure 100% of your gift stays right here in the neighborhoods where we all live, helping you make a difference in the lives of your neighbors.

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.

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

Sincerely,

[CEO]