Sample CEO letter 2020

Dear (Name),  
  
Be one of the first to make a difference, by giving to [LUW WORKPLACE GIVING CAMPAIGN NAME] this year!  
  
Many things have changed about our world in the past few months, but our ability to make a difference in [NAME OF COMMUNITY] remains the same. That is why I am excited to invite you to once again help improve the health, education and financial stability of every person in our community with [LUW].  
  
Together, all of us at [COMPANY NAME] can take action today that will help create better tomorrows for our neighbors in need.  
  
[INSERT STORY OR ANECDOTE FROM COMPANY KICKOFF OR PREVIOUS YEAR’S CAMPAIGN]  
  
This year as a company, we have the ambitious goal of raising [MONETARY GOAL/DESCRIPTION] to improve the community in which we live and work. We’re counting on generous people like you and your teammates to help us get there.  
  
By pledging your support you can make a difference. The best part? The money you give stays here and you can see the results in our backyard.  
  
[INSERT INFORMATION ABOUT HOW THEY CAN DONATE]  
  
Thank you in advance for showing the world what we’re all about here at [COMPANY NAME].

I am proud to work with so many people who care deeply about our work and our community. It’s what makes us great leaders and engaged residents of the Midlands. Let’s all join in committing to support the mission of United Way of the Midlands.

Sincerely,

NAME

COMPANY

Sample Thank You letter 2020

Dear (Name),

Your donation to United Way will make an invaluable difference here in the Midlands by providing additional support to our non-profit partners, in alignment with United Way’s mission to break the cycle of poverty, that experience a decline in giving due to the pandemic and its impact on the economy and giving cycles.  
  
And it’s made possible with your support. Thank you for becoming part of our story.  
  
**Together, we’re going to do amazing things.**

Sincerely,

NAME

COMPANY

Sample Thank You letter 2 2020

Dear (Name),

As our United Way campaign comes to a close, I want to personally thank you for your contribution. Your gift is an investment in the future of the Midlands and helps support United Way’s efforts to ensure all children start school prepared to succeed, all youth graduate from high school, and all individuals and families have the opportunity for greater financial stability.

This year, <<Company Name>> raised $<<employee campaign dollars>> for United Way of the Midlands’ campaign for the community. We should all be proud of our collective efforts to care for our families, our friends, our neighbors and so many individuals we will probably never meet.

And it’s made possible with your support. Thank you for becoming part of our story.  
  
**Together, we’re going to do amazing things.**

Sincerely,

NAME

COMPANY