

Sample Letters

Use the following sample letters when you and/or your Chief Executive Officer are composing letters to promote United Way. These samples are appropriate for company publications, payroll stuffers and personalized letters. Feel free to use them in part or in their entirety.

Sample Letter 1: Campaign Announcement from the CEO

Dear Colleagues:

Many of our neighbors may be less fortunate this year, but we can make a difference. Right now (COMPANY NAME) can help create opportunities for a better life for all by participating in United Way of Greater Nashua's annual workplace campaign.

I am pleased to announce that (EMPLOYEE CAMPAIGN MANAGER) has agreed to lead and coordinate our United Way campaign this year. I know (NAME) will appreciate your efforts and support.

When we reach out a hand to one, we influence the condition of all. Everyone wins when children succeed in school, families are financially stable and people are healthy. I invite you to join me this year in United Way's effort to advance the common good.

Please consider supporting United Way's campaign as our community strives to LIVE UNITED. Your gift does make a difference by supporting crucial safety net programs and long-term efforts to strengthen our community.

Sincerely,

Sample Letter 2: Campaign Announcement from the CEO

Dear Colleagues:

The strength of our community largely is defined by how we take care of one another. When we reach out a hand to one, we improve conditions for all.

The economic crisis is being felt throughout our communities. More people than ever are struggling to make ends meet, thereby putting a greater demand on non-profit agencies that provide critical services and receive support from United Way.

Your contributions make a difference by supporting programs that deliver positive results for our own community:

- *100% of new mothers receiving a newborn home visit by the Maternal and Child Health Program of Home Health and Hospice Care had babies within the normal weight range. All new mothers receiving a home visit report breast/bottle feeding every one to three hours.*
- *98% of participants in Girls Incorporated of NH's Prevention Connection Program demonstrated increased communication and problem solving skills. 93% of participants reported an increase in self-confidence in handling risky situations. 91% of program participants are able to identify at least three trusted adults who they can go to for help.*
- *In its first two years of operation, 2-1-1, a United Way free information and referral service connected more than 66,000 New Hampshire residents to essential social services.*

Please take a few moments to learn more about how our United Way is helping in our neighborhoods as we help advance the common good. Together we strive to LIVE UNITED.

Sincerely,

Sample Letter 3: Campaign Kickoff Announcement from the CEO

Please mark your calendars for (DATE) as the kickoff date for the (COMPANY NAME) United Way annual workplace campaign. This year's fundraising effort will run from (DATE TO DATE).

Investing in our community is an important responsibility and United Way works hard to create lasting changes in three critical areas: education, income and health. That's because everyone wins when children succeed in school, families are financially stable and people are healthy.

This year, we are excited to incorporate United Way's new social marketing campaign – LIVE UNITED. We all have a role in advancing the common good by giving, advocating and volunteering. Together we can achieve more than any one group on its own. That's what it means to LIVE UNITED.

I am proud to support United Way of Greater Nashua, but the key to our campaign's success is you. Your gift *does make a difference* by supporting crucial, effective safety net programs and long-term efforts to strengthen our community. Please join me in showing our community how we can work together to LIVE UNITED.

Sincerely,

Sample Letter 4: Mid-Campaign Update E-Mail/ Letter from CEO or ECM

Dear Colleagues:

We are halfway through our United Way annual workplace campaign. Thanks to all of you who have already submitted your pledge card; your investment in our community means you understand the importance of advancing the common good here in our community.

We LIVE UNITED when we Give, Advocate and Volunteer. United Way helps create opportunities for a better life for all by investing in strategies that address the causes of problems, not just the symptoms. Together, we are helping to create lasting changes that ripple out to the community as a whole. Our campaign will wrap up on (DATE). If you have not already done so, please complete your pledge cards and return them.

Thank you again for your attention to this important community investment! I am proud to say that the (COMPANY NAME) LIVES UNITED.

Sincerely,

Sample Letter 5: Thank you Letter from the CEO or ECM

Dear Colleagues:

Thanks go to each and every one of you who contributed to this year's United Way campaign. Once again, you have gone the extra mile to make our community a better place for us to live and work.

When you give to United Way, you are investing in the strength and future of our community. Every time a family becomes financially stable, a child succeeds in school, and people have good health, our community benefits.

Help ensure that a wide variety of needs are met, including services for the hungry and homeless, the sick and grieving, our youth and senior citizens and so much more.

Again, thank you for helping United Way of Greater Nashua to advance the common good.

Sincerely,