

## Sample CEO Endorsement Letter

*Submit on Company Letterhead*

[Date]

[Employee First Name] [Employee Last Name]

[Company Name]

[Address]

[City], [State] [ZIP]

Dear [Employee First Name]:

United Way campaign season is once again upon us! At this time, please allow me to express my personal pride and gratitude to those [Company Name] employees who have generously contributed to United Way in the past. Your generosity has made a real and lasting difference to families and individuals in Utah County.

Your past donations have:

- helped struggling families create and maintain financial self-sufficiency through counseling, education and critical services;
- made appropriate health care available to the uninsured and other high-risk populations;
- strengthened families, children and youth through various programs designed to help families function better and stay together;
- and promoted volunteerism by supporting the United Way Volunteer Center/Information & Referral team.

This year, I challenge you to make an even larger difference in the *Quality of Life* for all of Utah County's residents. Be liberal with your compassion and goodwill. As you make those critical elements available, you'll increase your own *Quality of Life* and elevate your personal sense of community. I promise that you'll see a heartening return on your charitable investment.

And, because 100% of your contribution stays right here in Utah County, you can feel confident that you're helping people just like you — in a way that speaks to *your* values.

As a company, we're committed to investing in our community through our gift to United Way, and we encourage you to do the same. Please join us in bringing lasting, positive change to the lives of our Utah County friends and neighbors.

Sincerely,

[President First Name] [President Last Name]

[Title]