

Sample #1

Dear (Employee Name):

At (Company Name) we have earned a reputation for caring about the communities where we work and live.

Every year, we get a chance to demonstrate that community spirit and leadership by taking part in our local United Way campaign.

Your generous participation puts you in good company. Thousands of individuals throughout the area support United Way Monterey County. That broad support and the fact that the money stays in Monterey County is what makes this campaign so unique.

Your gift helps support after-school programs, domestic violence prevention, care for the elderly—and so much more.

Through our payroll deduction plan, you have a convenient, easy and practical way to make your contribution over a period of 12 months.

Please join me in supporting this year's effort by contributing as generously as you are able. Together, we are helping make a positive change in our community.

Sincerely,

(CEO/Senior Management)

Sample #2

Dear (Employee Name):

Thank you for being part of the United Way Employee Giving Campaign. Together we are building a better community.

The United Way Campaign is underway and we'd like to give you the opportunity to increase your per pay period contribution for the 2011-2012 campaign. Each new dollar is a gift of hope.

Your current pledge per month is:
\$ XX

If you would like to change the amount you generously give, please fill out a pledge card and return it to your Campaign Ambassador or XXX.

Thank you for your continued support!

Sincerely,

(CEO/Senior Management)