

COMMITMENT FROM LEADERSHIP WILL MAKE A BIG DIFFERENCE IN THE OUTCOME OF YOUR CAMPAIGN

Your CEO, business owner, executive director, or other top executive has already made the first step toward building a better community by agreeing to run a United Way campaign. Be sure to emphasize and reinforce his / her support of United Way of Richland County throughout your campaign.

Ask your Senior Leadership to:

Visibly support the campaign

Approve and support the campaign goal

Write a letter of endorsement which can be distributed to each employee or placed in a company newsletter (See sample below)

Enlist senior executives to support the campaign

Appear at the Campaign Kick-Off, group meetings and special events to show personal endorsement

Send thank-you letters to each employee who contributes. (See sample below)

Consider a Corporate gift or a match on Employee Giving

Check to see if your company / organization has a corporate foundation to contribute

Sample Leadership Endorsement Letter

Dear:

“Live United” In the weeks ahead, you will be hearing this phrase throughout Richland County as individuals across this area join together to help others by supporting the 2020 United Way of Richland County Campaign.

Giving to United Way of Richland County is a symbol of your concern for your community and for those residents in Richland County who are facing challenges in their lives. By supporting you are helping to fight for the Health, Education, and Financial Stability for ALL residents of OUR Community.

What really sets United Way apart is that local volunteers not only help raise the money each year but, through the United Way Allocation process, volunteers also determine how the funds will be used to the community’s best advantage. It is an open, fair and equitable system that we can all be proud of. I hope you will take this opportunity to support this campaign and the 15 agencies United Way helps to fund throughout Richland County.

Your gift in any amount will make a difference!

Sample Thank You Letter

Dear :

Thank You! Your gift combined with others made it possible for United Way of Richland County to raise a total amount of (Insert final number here). We can all take pride in that achievement and know that we played an important part in helping to provide vital programs and services to our community.

Through your support, important health and human service programs will continue to be available in Richland County aimed at family, health, and emergency services as well as youth development and many more vital programs that help people in need in Richland County.

On behalf of (Company / Organization Name), United Way of Richland County and all the people who will be helped, thank you for caring. Your gift will help build a better, stronger Richland County community for all of us.

Sincerely,

(Signature of CEO)



of Richland County