



## Tools You Can Use

### ✓ Sample Endorsement Letters

When your CEO endorses the United Way Annual Campaign, it ensures a successful campaign! Personal letters or emails from the CEO to employees, campaign coordinators and other company volunteers can look like this:

Dear EMPLOYEE NAME:

COMPANY NAME will soon conduct our annual United Way of the Ozarks fundraising campaign. I believe in the United Way. It is the most effective and efficient way to solve community problems, and I wholeheartedly endorse the campaign. I hope you will take this opportunity to help thousands of your friends and neighbors, possibly even your family by supporting the United Way campaign through your payroll deduction.

United Way of the Ozarks is local. All United Way member agencies, initiatives and collaboratives serve your friends and neighbors in Southwest Missouri. United Way is efficient: Ninety cents of every dollar raised goes directly to programs that address critical community needs.

United Way member agencies:

- Fight hunger and homelessness
- Promote self-sufficiency
- Prevent substance abuse
- Help build strong families
- Provide emergency services
- Promote physical and mental health
- Meets special needs
- Help people live happier, more productive lives

Please support this year's campaign and know that your support of United Way of the Ozarks translates into a full range of services that make our community a better place for all of us.

Sincerely,

CEO

**CEO Campaign Endorsement to  
Employees**

## ✓ Sample Endorsement Letters (continued)

Dear EMPLOYEE NAME:

In a few days, each of us will be given a special opportunity to make our community a better place for all of us.

I am pleased to announce that NAME OF COMPANY CAMPAIGN COORDINATOR has agreed to be the campaign coordinator for COMPANY NAME's United Way of the Ozarks Annual Campaign.

Your participation in the United Way Campaign is vital to the future of local health and human services agencies. This family of agencies is strengthened by the generosity of people like you.

Please support United Way of the Ozarks to your fullest. Remember, whether you are a contributor, volunteer or recipient of services, United Way brings people together for the good of all.

CEO

**CEO Campaign Endorsement to  
Employees**

Dear UNITED WAY CAMPAIGN COORDINATOR:

Each year, thousands of people right here in the Ozarks get help from agencies and innovative programs funded by United Way of the Ozarks. You are a vital link in getting them the help they need.

Your involvement as COMPANY NAME United Way Campaign Coordinator will raise essential dollars to provide your friends and neighbors and perhaps even your family with health and human services they need to lead happier, healthier, more productive lives. Your efforts will improve the quality of life for everyone who lives in the Ozarks.

Please review the enclosed materials and attend the United Way Employee Campaign Coordinators Training on July 31 or August 6. Both trainings will be at 11:30 AM at the United Way of the Ozarks, 320 N. Jefferson. Also, consider taking a tour of a United Way agency. You will see your contribution in action and gain a better understanding of the true value of giving. Please call the United Way at 863-7700 for more information and to schedule a tour. Thank you for volunteering. With your enthusiasm and commitment, we are sure to have a great campaign!

Sincerely,  
CEO

**CEO Campaign Endorsement to Employee Campaign Coordinator**

## Sample Endorsement Letters (continued)

Dear Brothers & Sisters

Organized Labor has long believed that the future of the labor movement is linked to the health and welfare of the entire community. Your union membership shows that you care about your family's welfare and the welfare of your neighbors.

United Way of the Ozarks is the driving force in bringing together the resources necessary to help provide for the care and well-being of children, adults and families... Some are victims of abuse, some are homeless, some are hungry, and some are mentally or physically disabled or ill...

United Way of the Ozarks touches so many of us. Thousands of children, adults and families in Southwest Missouri receive assistance through member agencies, initiatives or collaboratives. Perhaps someone you know or even a family member, perhaps even you...

Soon our United Way campaign will kick off, and you will be asked to contribute. I hope you do. Please support United Way of the Ozarks – It means a brighter future for all of us.

Fraternally,

Union President

**Labor Solicitation from  
Union President**

### MEMO

To: All employees

From: United Way Campaign Coordinator

Re: United Way Employee Briefings

Please plan to attend one of the United Way informational briefings during the week of DATE. You will learn more about your United Way of the Ozarks and its importance in helping people. A United Way speaker will be on hand to answer your questions.

Thank you, and I'm looking forward to seeing you!

MEETINGS & INCENTIVES SCHEDULE

**Group Solicitation from  
Employee Campaign  
Coordinator**

## ✓ Sample Endorsement Letters (continued)

Dear MANAGEMENT/EXECUTIVE

You play an important role in COMPANY NAME, just as United Way of the Ozarks plays an important role in our community. Please join me in becoming a member of United Way's Leadership Circle by making a gift of:

- *Circle of Change* - \$500 or more annually
- *Leadership League* - \$1000 or more annually
- *Pillar Society* - \$2500 or more annually

Your leadership gift to United Way will help provide:

- A network of member agencies, initiatives and collaboratives providing health and human services to your friends, neighbors and perhaps even family members here in the Ozarks.
- Design and implementation of results-oriented programs that tackle tough problems such as hunger, child abuse and domestic violence.
- Management and technical assistance to ensure agencies operate at the highest levels of efficiency and effectiveness.
- A chance to improve the lives of thousands of Southwest Missouri people who need help.

With your permission, your leadership gift will be recognized in United Way publications, but most importantly, you can take pride and pleasure knowing that your leadership gift will lead the way for the future of United Way of the Ozarks and make our community a better place for all of us.

Sincerely

CEO

**Leadership Giving Solicitation  
from CEO**

# ✓ Sample Thank You Letters

Dear EMPLOYEE NAME

Thank you for helping COMPANY MEET/EXCEED our United Way fundraising goal! With your help and that of your generous and caring colleagues, COMPANY raised \$\$\$\$.

You have shown COMPANY that you care about helping people. We can all take pride as COMPANY employees in knowing that we have done our part to help our friends, neighbors and perhaps even family members get the help they need.

Your contribution is a commitment to your concern about making our community a better place for all of us.

My sincere thanks for your continuing support of the United Way of the Ozarks. You have confirmed my belief that only the very best people work here, and I am proud to be your colleague.

Dear EMPLOYEE NAME

Thank you for your support of United Way of the Ozarks in this year's campaign. I hope you feel as good as I do that our gifts to United Way will assist our friends, neighbors and perhaps even family members who need help. Because we are the power of United Way, thousands of people in Southwest Missouri will find not only help, but HOPE. You are a fine example of how COMPANY employees care about making our community a better place for all of us. Thanks again for caring.

Sincerely,

CEO

Dear EMPLOYEE

Thank you! Your gift to United Way of the Ozarks made it possible for COMPANY to raise a total of \$\$\$\$. We can all take pride in that achievement and in the knowledge that we have played an important part in helping provide vital programs, services, initiatives and collaboratives to people who need help in our community.

On behalf of COMPANY, United Way of the Ozarks and all our friends, neighbors and perhaps even family members who receive help through the United Way, thanks again for your contribution.

Sincerely,

CEO

# THANK YOU!