



Support Letter from CEO

Greetings,

(Insert kick off date) we will kick off our **(Insert Company Name)** Cares United Way campaign. It will be a week of some fun activities to help raise money for United Way.

Monday- A United Way representative will be in the office to speak about United Way and how the donations will benefit our community. **(CEO Name)** will match all donations made in day 1- up to **(Insert Match, example: \$5,000.00)**. Last year he/she matched **(example: 5,000.00)**. Can we reach the maximum match again this year? Every Employee that completes the donation form on Monday will be entered to win a **(Insert incentive here: Example: \$50.00 gift card.)**

Tuesday- Pay for Casual Day. \$5.00 donation to United Way for a casual Tuesday.

Wednesday- 50/50 Raffle. Raffle tickets are \$100 per ticket, winner will be drawn on Thursday. Winner receives 50% of the money with the other 50% being donated to United Way.

Thursday- 50/50 Raffle Continues. And pay for Casual Day. \$5.00 donation to United Way for a casual Thursday.

Friday- Last day of campaign. Soup cook- off. Employees that want to participate will bring in their famous soup for employees to taste and vote! Voting is a \$100 donations to United Way. Whoever has the most donations will be crowned with the best soup in **(Insert Company Name)**. *For more ideas of special events see the United Way Box of Ideas!

We will also fill out payroll deduction forms or one time donations throughout the week. I am proud to be a part of a group of employees that are so giving and caring.

Kind Regards,

(CEO Signature)