

Sample CEO Endorsement Letter

Date

Dear xxEMPLOYEE NAMExx (personalization is best),

For nearly 90 years, Pikes Peak United Way has been a major force for change in our community. It was xxNUMBERxx years ago that our company conducted its first Pikes Peak United Way campaign. Since then, our commitment and support for the work they do has grown. We believe that Pikes Peak United Way is the most powerful way to advance the common good right here in El Paso and Teller Counties.

If you want to spark change— change that builds a brighter future for all—Pikes Peak United Way can help you do that. Pikes Peak United Way believes that when we reach out a hand to one, we influence the condition of all. That when the basic ingredients for a good life are in place—education, family stability and safety net services—we all benefit. By focusing on and investing in these areas, Pikes Peak United Way is working to ensure that our children show up to school ready to learn—and that they graduate, that everybody has the chance to provide for their families, and that everyone has access to basic health and human service needs.

Take the time to learn more about how Pikes Peak United Way is creating change and providing opportunities to give, to advocate and to volunteer right here in the Pikes Peak region. Visit their website at www.ppunitedway.org. Talk to our company’s Campaign Coordinator, xxNAMExx, and attend our Pikes Peak United Way xxEVENTxx on xxDATE/TIMExx. Learn how we improve the quality of life for all who live, work and play here when we LIVE UNITED.

I have made my pledge to Pikes Peak United Way and I hope that you will join with me and do the same. Together we can accomplish great things. Together we can achieve results that no one can accomplish alone. Together we can build a stronger, healthier community that provides everyone the opportunity for a good life.

Sincerely,

Name
President/CEO, etc.

THIS IS THE PLACE TO TALK ABOUT ANY SPECIFIC INCENTIVES, UPCOMING ACTIVITIES, ETC. TO ENCOURAGE GIVING. FOR EXAMPLE...

P.S. To encourage inspired giving—and spark some change of our own—COMPANY NAME is offering a dollar for dollar match for all leadership gifts of \$1,000 or more to Pikes Peak United Way. Please consider making a gift that is significant and meaningful to you!