

Sample Leadership Campaign Letter

xxDATExx

Dear xxNAMExx,

On xxDATExx, xxCOMPANY'sxx annual Pikes Peak United Way campaign will kick off. As you may know, I am a strong supporter of Pikes Peak United Way and the work they are doing to advance the common good right here in our community.

For more nearly 90 years, Pikes Peak United Way has been a powerful force for change and for the past xxNUMBERxx years, xxCOMPANYxx has been integral in improving the lives of thousands and building a stronger community through Pikes Peak United Way.

Last year xxCOMPANYxx employees pledged a record amount of \$xxDOLLARSxx through our workplace campaign. This year, I'd like to raise the bar for participation and encourage even greater generosity. This year, I'd like us to achieve xxx% participation and raise \$xxxx. Let's spark some change—and let's start it right here.

As a leader in this company, you have the unique opportunity to set the pace for leadership in this campaign. Let's kick-off this campaign on solid footing. I'm asking you make a substantial investment in your community by giving at a Leadership level (outlined in the enclosed Leadership book). I'm asking you to challenge yourself and make a gift that is meaningful and significant TO YOU. I'm asking you to help build a brighter future for all of us who live here.

Please take a moment to consider your investment. Leadership levels begin at \$1,000—about \$20 a week. If you've already been giving at a Leadership level—THANK YOU. Please continue your commitment and consider moving up to the next level. Your generosity will change the face of our community for many people.

As always, if you have any questions about our Pikes Peak United Way campaign, please feel free to give me a call, or contact our Campaign Coordinator, xxNAMExx, at xxNUMBERxx. I thank you in advance for your caring and support. Together we can accomplish great things. Together we can build a stronger, healthier community that provides everyone the opportunity for a good life.

Sincerely,

xxNAMExx
President/CEO