

## **SAMPLE CEO LETTER #4**

**(To announce the campaign and invite employees to a kickoff meeting)**

Dear Employees:

Once a year, United Way of Rutherford and Cannon Counties' community campaign inspires us to pause, look beyond the daily excitement of our personal and professional lives, and remember that we are part of a community here in Rutherford and Cannon Counties.

There are many things that make Rutherford **(Cannon County)** a great place to live, work, and raise a family, not the least of which is a strong network of health and human service programs. The reality is that in a given year, thousands of people – including our co-workers, neighbors, friends, and maybe even ourselves – turn to one or more parts of this valuable network for assistance. The future of these valuable services depends on you and me.

I believe the most effective and efficient way to support this entire complex community network is to partner with United Way of Rutherford and Cannon Counties. United Way is the one and only local non-profit organization that exists to impact and benefit the entire community...not just one issue, service, or population.

In the coming weeks, **(INSERT COMPANY NAME)** will kick-off our United Way campaign. You will be invited to attend a kick-off meeting during which you will be asked to make an investment in United Way. **(INSERT COMPANY NAME)** offers the ease of payroll deduction in making your investment and you can also support United Way through the convenience of a check, or your credit or debit card. Please know that your investment is a personal and voluntary decision, but I ask that you and your family consider joining me in supporting this worthy community cause.

To learn more about how United Way of Rutherford and Cannon Counties is having a positive impact on our community, I encourage you to visit their website at [www.yourlocaluw.org](http://www.yourlocaluw.org). Your support is appreciated.

Warm regards,

Sincerely,

**(INSERT CEO SIGNATURE AND NAME)**