



# LIVE UNITED

## New Hire Letter

Dear [NAME],

Welcome to [COMPANY] and congratulations on your new position! You are now part of an organization that not only cares for its employees, but also takes great pride in our corporate citizenship. One of the most important ways we show this is by giving back to the community through our annual United Way campaign.

While you are adjusting to your new job, I would like to personally encourage you to join me and your co-workers in supporting the community through the United Way. In Rutherford and Cannon Counties, 1 in 3 residents lives are touched by United Way agencies, services, or initiatives. [COMPANY] views their comprehensive view of health and human services to be an incredibly effective and a great investment in the community.

Your support of United Way ensures that children and families are prepared to succeed, people are connected with critical resources, families get the support they need, individuals have increased job skills to develop self-sufficiency, and elderly adults remain in their homes, to only mention a few.

Many agencies can address one aspect of a situation, but only United Way can bring people and resources together to focus on key problems and strategically invest in the solutions to those problems. No other charitable organization can do that making United Way such a powerful force.

I invite you to join in [COMPANY]'s support of United Way and consider making an investment. I also want to emphasize that participation is strictly voluntary. Please make sure you take a few minutes to learn more about how United Way strengthens our communities. Because you are starting with [COMPANY] after the kick-off of our annual campaign, an investment form and United Way brochure has been provided for your convenience. If you have any questions about United Way, please feel free to contact [NAME] at [EXTENSION/EMAIL]. Again, welcome to [COMPANY] and thank you for considering the opportunity to invest in United Way of Rutherford and Cannon Counties.

Sincerely,

[NAME]