



# LIVE UNITED

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**SAMPLE CEO LETTER #3**  
(To use with one-on-one solicitation campaign)

Dear Employees:

At **(INSERT COMPANY NAME)** we recognize the importance of giving something back to the community where we live and work. One of the best ways to accomplish this is to partner with United Way of Rutherford and Cannon Counties.

United Way believes that the best way to help the greatest number of people is to focus on underlying causes of serious problems. United Way partners with volunteers, businesses, the faith-based community, schools, government, and other local organizations. This collaborative approach allows us to accomplish much more, and ensure that we are investing in what matters most: results.

In the coming weeks, **(INSERT COMPANY NAME)** will be running a campaign to benefit our community through United Way of Rutherford and Cannon Counties. When one of your co-workers who is volunteering as a United Way team member approaches you, please consider the positive changes that can happen in our community if you say “yes” to making an investment in United Way. I hope you will join me in supporting an organization that is dedicated to building a stronger, more caring community for everyone.

Sincerely,

**(INSERT CEO SIGNATURE & NAME)**