

Dear **(EMPLOYEE)**,

Your talent and hard work have put you in a unique position to be a leader in both our company and in the community.

Our company recognizes the importance building a strong, thriving community and creating opportunities for all who live here. That is why **(COMPANY NAME)** partners with United Way of Rutherford and Cannon Counties. They recruit people and organizations from across the community to bring their passion, expertise and commitment to get things done. By focusing on the building blocks for a good quality of life – education, financial stability, and health – United Way is addressing the circumstances that destabilize our community.

Please take time to learn more about how United Way’s Community Impact Fund is strengthening those building blocks and how they leverage your gift to maximize the difference it makes.

(COMPANY NAME)’s 2012-2013 United Way campaign will take place from **(DATE TO DATE)**. **(INCLUDE INVITATION TO LEADERSHIP INVESTING EVENT OR MAKE REFERENCE TO ENCLOSED INVESTMENT FORM, ETC.)**

Please join me in supporting United Way of Rutherford and Cannon Counties as a Leadership Investor this year. We all have a stake in creating a healthy, prosperous community. By joining together, we can lead the way to a brighter future.

Sincerely,