



LIVE UNITED

SAMPLE CEO ENDORSEMENT LETTER or EMAIL #2

Dear Employees:

Once a year, United Way's 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.

It is with this in mind that I proudly support United Way of Rutherford and Cannon Counties and invite you to do the same. Please join me in participating in **(INSERT COMPANY NAME)** upcoming United Way Campaign.

Sincerely,

(INSERT CEO SIGNATURE AND NAME)