

Sample Letters

Use these letters to announce your campaign and thank the employees when it is complete. Simply copy and personalize to your organization.

CEO to Employees **(to announce campaign)**

At (Company name), we've earned a reputation for caring about the communities where we work and live.

Every year, we get a chance to demonstrate that community spirit and leadership by taking part in our local United Way campaign.

When you support United Way of Dutchess County, you support the only charitable organization that offers a holistic approach in answering the most pressing needs of the community. United Way leads the community in the development of a collaborative vision of community services and impact.

You become part of the single largest annual fundraising campaign in the county. Your gift is multiplied because it joins with tens of thousands of other individuals' donations and contributions from businesses and foundations. These investments in our community through United Way helps people in Dutchess County grow and thrive. United Way of Dutchess County is efficient, transparent and accountable, so you can feel great about giving.

By giving to the Community Fund you support Dutchess County's only renewable and sustainable community fund. Teams of trained and experienced volunteers invest these resources in programs that maintain our safety net of services AND in programs that meet community priorities and produce measurable and beneficial results.

United Way of Dutchess County collaborates with diverse groups, all focused on building stronger communities – striving to create long-term solutions, not short-term fixes. Working with community leaders, business, government, non-profits, schools, foundations, employees and YOU, United Way seeks to eliminate duplication, leverage giving and find the most efficient and effective answers – because community impact is what matters.

Please join me in supporting this year's effort by contributing as generously as you are able. Because of you, our community will be a better place to live, work and raise a family.

Thank you!

To Union Members
(To announce campaign)

The labor movement and United Way of Dutchess County have a lot in common. Both exist to help people. Both have support of working men and women throughout the community. And both believe that every individual should be treated with dignity and respect.

Since 1946, organized labor has enjoyed a cooperative relationship with United Way — assuring that needed services are available to members, their families and their communities.

With the kickoff of our annual United Way campaign on (date), it's our turn to give back to the community to ensure that help is there when we need it. When you are asked to make a pledge this year, I hope you will join me and give as generously as you are able.

Because of you, our community will be stronger for generations to follow.

Thank you.

To Retirees/Volunteers
(to announce campaign)

As you know, employees of (company name) have always joined forces supporting the United Way to help meet the needs of our community. Together, we've made a difference in the lives of many people. We want to thank you for your past participation. Our United Way campaign is about to begin, and we are inviting all active and retired members of our (Company Name) family to join us in supporting United Way.

When you contribute to United Way of Dutchess County you support the only charitable organization that offers a holistic approach in answering the most pressing needs of the community. United Way funded programs assist people in all walks of life, from birth through their senior years.

United Way of Dutchess County has a remarkable approach to fulfilling the community's needs. It enlists the voluntary support of people from all walks of life; keeps us informed about our community's needs and allocates donations accordingly. Most importantly, United Way remains a constant resource to all of us.

United Way's Community Fund helped more than 50,000 Dutchess County residents last year. This represents 1 in 6 people living on our community.

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Please join us in contributing to our annual campaign. Just fill out the enclosed pledge form and return it with your check payable to United Way of Dutchess County.

Thank you for investing in **what matters.**TM