**United Way of Frederick County**

**Employee Giving Campaign**

**Sample CEO Letter of Endorsement**

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Dear [Name] OR [Colleagues],

As we kick off our United Way campaign, I ask you to please join me in supporting United Way of Frederick County.

This year’s campaign will kick off at [COMPANY’S NAME] on [DATE]. [COORDINATOR’S NAME or CAMPAIGN COMMITTEE] is your Employee Campaign Coordinator and will make this campaign the most successful yet. United Way of Frederick County has the full support and commitment of [COMPANY NAME. United Way makes sure that 100% of your gift to United Way programs stay in our community, making the greatest impact possible for your dollar.

However, they cannot do it without you. Before COVID, 37% of Frederick County households struggled to make ends meet. Today, we have more friends and neighbors in need because of the impact of COVID-19. Your generous support for United Way will ensure that we provide programs and support that helps meet these needs.

If you’ve given to United Way in the past, thank you! This year, please consider increasing your gift by 50% a paycheck (for example, stepping up from $10 to $15). If you have never given before, now is the time to do so because – through your United Way gift – you will help so many in our community.

Together, we have the joy and privilege of making our community a better place for all.

[Company Name], and I, personally, support United Way. I hope you will, too.

Sincerely,

[Name of Senior Leadership at the Company]