

**CEO to Employee Endorsement Letter 1**

Dear Employee,

As CEO of (Company), I am very proud of our company and its employees for helping to make our community better.

One way we do this is through our participation in the annual United Way campaign. Cooke County United Way offers everyone an opportunity to help others with the confidence that dollars contributed are well spent right here in our community.

In addition to our corporate gift, (Company) also supports an employee campaign. Our company believes in the effectiveness, efficiency and accountability of our local United Way. That is why we provide the time and opportunity for our employees to learn about the services funded by United Way, so that they can make an informed giving decision. We also offer payroll deduction to enable you to give as generously as possible without greatly impacting your family's budget. We do this because our community's needs are great and we believe that everyone has a stake in making it a better place to live.

Please give serious consideration to this opportunity to be a part of something that helps so many. The dates of our company's campaign are (Dates). Our employee campaign coordinator is (Name). Please give him/her and the campaign committee your support. Thank you for helping (Company Name) Live United!

Sincerely,

(CEO / Manager)