

**CEO to Employee Endorsement Letter 2**

Dear Employee,

Please mark (Date) on your calendar and join our team to help kick-off (Company)’s annual United Way campaign.

At (Company), we believe that giving is a personal choice. That's why we commit the time and resources to give you the opportunity of find out more about Cooke County United Way. All we ask is that you open your heart and your mind in order to make an informed giving decision. We look forward to addressing your questions at the company kick-off.

(Company) and Cooke County United Way have worked together as a team for years to help provide the basic health and human services to our friends and neighbors in need. One of the many advantages of giving to United Way is the assurance that your contribution is used in the most effective way possible in our community. United Way keeps administrative costs to a minimum and local volunteers make funding decisions after a thorough review of each agency's budgets and programs. United Way is helping where help is needed most!

Plus, please remember that (Company) offers employees the convenience of giving through payroll deduction. (Describe how many pay periods per year, when payroll deduction starts, etc...) This makes contributing to United Way a little bit easier and more convenient for all of us.

When one of our volunteers approaches you to ask for a contribution, please be generous. United Way is the best opportunity we have to keep our community strong and healthy. Thank you in advance for your consideration, and for helping (Company Name) Live United.

Sincerely,  
(CEO / Manager)