Company

Communication Toolkit

**Sample CEO letter**

Dear (Name),  
  
Be one of the first to make a difference, by giving to [UWA WORKPLACE GIVING CAMPAIGN] this year!  
  
Many things have changed about our world, but our ability to make a difference in [NAME OF COMMUNITY] remains the same. That is why I am excited to invite you to once again help improve the health, education and financial stability of every person in our community with [UWA].  
  
Together, all of us at [COMPANY NAME] can take action today that will help create better tomorrows for our neighbors in need.  
  
[INSERT STORY OR ANECDOTE FROM COMPANY KICKOFF OR PREVIOUS YEAR’S CAMPAIGN]  
  
This year as a company, we have the ambitious goal of raising [MONETARY GOAL/DESCRIPTION] to improve the community in which we live and work. We’re counting on generous people like you and your teammates to help us get there.  
  
By pledging your support you can make a difference. The best part? The money you give stays here and you can see the results in our backyard.  
  
[INSERT INFORMATION ABOUT HOW THEY CAN DONATE]  
  
Thank you in advance for showing the world what we’re all about here at [COMPANY NAME].

I am proud to work with so many people who care deeply about our work and our community. It’s what makes us great leaders and engaged residents of Acadiana. Let’s all join in committing to support the mission of United Way of Acadiana.

Sincerely,

NAME

COMPANY

**Sample Reminder Letter**

Dear [First Name],

Our 2022 United Way of Acadiana campaign is underway, and I hope we can count on you to make a pledge to change lives with us this year. As a supporter of United Way myself, I believe strongly in the work being done to fight poverty and build a stronger community for all.

You can play a role in this critical work, supporting thousands of local families and individuals through improving education, increasing financial stability, and improving the accessibility to health for every person in our community.

If you have not already, I encourage you to pledge to this year’s campaign. Our community is counting on us to make a difference. We are Stronger United.

Together, let’s make an impact.

Sincerely,

CEO Name/Campaign Coordinator Name

**Sample Campaign Progress Letter**

Dear [EMPLOYEE NAME],

Since the kickoff of our United Way Campaign, we’ve been inspired by the generosity of [COMPANY] employees. We are currently at [COMPARISON STAT WITH LAST YEAR], and we are hopeful we can grow our support for the community before the campaign ends on [DATE].

Your contribution ensures every child gets a strong start in life; puts more people on a path toward financial stability; and makes it easier for individuals to access critical health services. Thank you!

Please pledge today to build a thriving Acadiana. Please consider pledging $1 or more per week as part of [COMPANY’s] 2022 United Way Campaign. Thank you!

[Include information on paper pledges.]

[ECM name or 2022 volunteer campaign team]

**Sample Last Chance Letter**

Dear [First Name],

Today is the last day to pledge your support for [COMPANY’s] 2022 United Way Campaign. Together, we are uniting to help build a thriving Acadiana.

Please consider pledging $1 or more per week as part of [COMPANY’s] 2022 United Way Campaign.

[Include information on paper pledges.]

Help us show our community how much we care. Together, let’s make an impact.

Sincerely,

CEO Name/Campaign Coordinator Name

**Sample Thank You Letter**

Dear [First Name],

I want to thank you for your support of our United Way of Acadiana campaign and for helping us contribute to work that is truly changing lives here in our community. Your generous gift will improve the access to health, education, and financial stability for those in Acadiana.

This year, we raised [campaign total] to support United Way’s essential work. We should be proud of our commitment to caring for our families, friends and neighbors.

2022 - 2023 is our year to make an impact. Your support will shape our community forever. This is what it looks like to be Stronger United.

Sincerely,

CEO Name/Campaign Coordinator Name