



## Middlesex United Way

### Sample Letters: CEO Endorsement Letter

Dear [insert employee name]:

This is our community, and it's our responsibility to help those in need. We can each stand up for what we believe in and take action. Because ***you can*** make a difference, right here, right now. There's no better way to express that you **LIVE UNITED** by making a contribution to the 2009/10 United Way Community Campaign.

Our support now is more important than ever when our community needs it most. With all of us working together and giving what we can, we can accomplish more than any one of us could alone. ***You can*** be a voice for those in need. ***You can*** help your friends, neighbors, and colleagues. ***You can*** inspire hope through your contribution to United Way.

Middlesex United Way is creating real, lasting change by focusing on the building blocks for a good life – education, income, health, and housing. By giving to United Way, you're helping to meet the critical needs of today and preparing for tomorrow.

We will be kicking off our campaign on [insert date] and our goal this year is \$[insert amount]. If you have any questions about the campaign, please contact [insert coordinator name and contact information].

Visit United Way's website to learn more and to view their campaign film at [middlesexunitedway.org](http://middlesexunitedway.org). And please join me in giving to Middlesex United Way.

Thank you!

*Signed by CEO*

P.S. The community needs our support now more than ever. Please consider increasing your gift by just \$1 per week.