



## Sample Letters: Leadership Giving Letter

Dear [insert employee name]:

Nothing is as powerful as a group of people coming together for a common purpose. And each and every year, an extraordinary gathering of concerned Middlesex County residents joins together on behalf of United Way – the members of the Leadership Circle. This is my personal invitation to you to join this caring community with an annual contribution to United Way of \$1,000 or more.

Members of the Leadership Circle express the deepest commitment to United Way's work of advancing the common good. They volunteer their time to a cause that's important and wisely invest financial resources in the best way to give – the United Way Community Campaign.

The generous spirit that members of the Leadership Circle express through their contribution is a way to stand up for what we all want for our community. We all need a quality education that leads to a stable job, enough income to support a family through retirement, a safe and affordable place to live, and good health. These are the building blocks for a good life.

I hope that you will consider a leadership gift this year when our community needs it most. We are all fortunate to be in a position to give and together, we can achieve great things for our community.

If you should have any questions, please feel free to contact me at [insert number or email]. Thank you.

*Signed by CEO or Leadership Giving Chair*

P.S. Your leadership gift is more critical than ever now as families and individuals are struggling to make ends meet in this difficult economy. Middlesex United Way is committed to meeting these current needs while also investing in long-term initiatives that work to prevent individuals from needing these services in the first place.