

# Quick Resources: CEO Endorsement Letters

Dear Employees:

(Company Name) deeply cares about the quality of life in the community where our employees live and work. By supporting Marshfield Area United Way, we are part of the caring that keeps our community healthy.

United Way works to strengthen our community by funding programs that provide child development and youth leadership, serve senior citizens, provide shelter for the homeless and feed hungry men, women and children in our community.

Help our community meet the challenges it faces. Please consider giving generously to Marshfield Area United Way to keep our community strong. You can be confident that your gift will be working every day to help others help themselves right here in our community. Follow your heart by giving to United Way's community campaign.

Sincerely,

(Chief Executive Officer, Director, Manager, etc.)

Dear Employees:

(Company Name) believes that as a company and as individuals, we have a responsibility to the community where we live and work. When we reach out a hand to one, we influence the condition of all.

(Company Name) and its employees care. We care about our work. We care about each other and we care about our community. So does United Way. United Way Partner Programs care for all of us. The services provided help everyone by making our community a better place in which to live, work, and raise a family.

This year, (Company Name) has set an employee goal of \$(Amount). We look forward to working together to achieve this goal, and past experience shows that (Company Name) is made up of people whose capacity to care knows no bounds. Please give generously.

Sincerely,

(Chief Executive Officer, Director, Manager, etc.)

