[Saved As: United Way Considerations – Email to Company Leadership]

Subject Line:

**For Your Consideration – United Way Annual Campaign Options**

Copy:

Dear [CEO Name | COMPANY Leadership Team | HR Director | Etc.]:

Our company has always demonstrated through our contributions our belief that an investment in United Way is an investment in the community. Not only has (Company) distinguished itself as a leader in our field, but also as a leader in caring and giving to our community.

Again, this year we have an opportunity to lead by example by participating in the United Way of Aroostook’s Annual Campaign. By giving an annual personal gift through the campaign, you play a big role in helping address the increasing needs in our community. It also sends a clear message that you believe United Way is the best way to care for our community.

Please note that your decision to give to the campaign at any level is a personal one. Should you need additional information to make an informed decision, please do not hesitate to ask.

If you decide to participate, please complete, and return the forms provided to you to myself, our company’s Employee Campaign Coordinator. Thank you in advance for your consideration, and for helping (Company Name) Live United.

Sincerely,