



## Middlesex United Way

### Sample Letters: CEO Endorsement Letter

Dear [insert employee name]:

This is your personal invitation to **LIVE UNITED**. It's more than United Way's new tagline. It's a way of life, a way to conduct ourselves and treat others, and a way to encourage everyone to find issues they are passionate about and pursue those passions through action.

We are all people who are connected and interdependent. When you reach out a hand to help one person, you can influence conditions for all. Every day people in this community are Living United, bringing together their unique strengths and skills to advance the common good. Because together, we can change what we see in the world around us.

Living United means that underneath everything, we are all truly the same. We all want good health for ourselves, our family and our friends. We all want a quality education that leads to a stable job and an income that supports us into retirement. We all want our children to be safe. And everyone deserves to have the basic needs in life.

Middlesex United Way is creating real, lasting change by focusing on the building blocks for a good life – quality education and positive youth development, affordable housing, independent living, and personal safety. They are meeting the current critical needs and investing in long-term initiatives that create lasting change.

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].

Start Living United today! Visit United Way's website to learn more at [middlesexunitedway.org/liveunited](http://middlesexunitedway.org/liveunited). And please join me in giving to Middlesex United Way. Together we can inspire hope and create opportunities for a better tomorrow. That's what it means to **LIVE UNITED**.

Thank you!

*Signed by CEO*