



Middlesex United Way

Sample Letters: Leadership Giving Letter

Dear [insert employee name]:

United Way has an exciting new message called **LIVE UNITED**. It is a call to action for our entire community. We can each show that we **LIVE UNITED** by championing causes, pursuing issues we are passionate about, volunteering, and encouraging others to get involved.

Living United means that underneath everything we are and everything we do, we are all people. We are connected...interdependent...united. Together, we have the power to facilitate change and improve the lives of those who walk by us on the street every day. Everyone should have the opportunities and building blocks for a good life: a quality education that leads to a stable job; enough income to support a family through retirement; and good health. **LIVE UNITED** is about changing systems so that everyone benefits.

For me personally, I **LIVE UNITED** by [insert your personal story of “How I Live United” here].

I hope you will accept my invitation to be a Leadership Giver to Middlesex United Way at a level of \$1,000 or more. As a member of the Leadership Circle you will join a caring and dedicated group of people who are Living United by proudly supporting our community at this generous level.

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. Even families with two working adults in the household are utilizing United Way funding partners for food and other critical services. 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.