**Sample CEO Ask Letter to Employees (Option 1)**

<Insert Date>

Dear <insert employee name>,

At <insert company name>, we’ve always been about helping others and strengthening the community. Now our commitment is even more important. Soon you’ll have the opportunity to show how much you care by supporting the annual United Way campaign. United Way of Southeast Alaska advances the common good by creating opportunities for a better life for all. Your donation, no matter what the amount, makes a difference and is vitally important.

With one gift to United Way, you will touch the lives of thousands of individuals and families. When we reach out a hand to one, we influence the condition of all. We all win when a child has a quality education that leads to a successful job, when individuals have enough income to support a family through retirement, and when we all enjoy good health.

These results have benefits that ripple out to the region as a whole, helping others and strengthening the community. Now, more than ever, your gift goes further with United Way.

We will be kicking off our United Way workplace campaign on <insert date>. Our campaign team has put together a series of great events for us to support. Let’s make 2013 the most successful campaign ever!

Please join me in giving to United Way and complete the enclosed contribution form (or pledge online with instructions). Remember you can give, you can advocate and you can volunteer. That’s what it means to LIVE UNITED.

If you have any questions about the campaign, please contact <insert employee campaign coordinator name(s) and contact information>.

Sincerely,

<insert name of CEO>

**Sample CEO Ask Letter to Employees (Sample 2)**

Insert Date>

Dear <insert employee name>,

At <insert company name>, we’ve always been about helping others and strengthening the community. Now our commitment is even more important. Soon you’ll have the opportunity to show how much you care by supporting the annual United Way campaign. United Way of Southeast Alaska advances the common good by creating opportunities for a better life for all. Your donation, no matter what the amount, makes a difference and is vitally important.

With one gift to United Way, you will touch the lives of thousands of individuals and families. When we reach out a hand to one, we influence the condition of all. We all win when a child has a quality education that leads to a successful job, when individuals have enough income to support a family through retirement, and when we all enjoy good health.

I support the campaign because United Way agencies need our help to effectively meet urgent needs confronting our community and the people who live and work here. The dollars you contribute will effectively be put to work to help people with problems that must be dealt with immediately, minute by minute, and every day throughout the year.

I am personally pledging to this vital community fund drive and hope you will join me by making your own generous contribution. This year, more than ever, our friends and neighbors will be counting on United Way agencies. We all need to make that help possible. We are providing you with a payroll deduction plan, which will make giving easier since your gift may be budgeted throughout the year. Since this is the only employee campaign we conduct, I urge that you make your gift through this easy payroll deduction method.

When a volunteer campaign coordinator arrives to present you with an opportunity to help others less fortunate than yourself by asking for your pledge, please answer by giving to your community through the United Way.

If you have any questions about the campaign, please contact <insert employee campaign coordinator name(s) and contact information>.

Sincerely,

<insert name of CEO>

**Sample CEO Ask Letter to Employees (Sample 3)**

Insert Date>

Dear <insert employee name>,

(Company Name) has earned a reputation for caring about the community in which we live and work. This year, United Way of Southeast Alaska is providing the opportunity to demonstrate that community spirit and leadership by asking you to be a part of the annual campaign.

When you support your community through your contribution to United Way of Southeast Alaska, your gift is invested right here in our community. Your dollars are strategically allocated to 33 partner agencies that support United Way of Southeast Alaska’s community impact areas: Education, Income, and Health.

**Education: Helping children and youth achieve their potential**

* More children enter school with the language and literacy skills they need for success
* More youth make positive choices leading to success in school and life

**Income: Promoting financial stability and independence**

* More individuals and families meet their basic needs and increase their income stability
* More individuals and families are housed and connected to the right resources

**Health: Working toward healthier individuals and communities**

* More residents gain access to health education and regular health screenings
* More youth make positive choices leading to success in school and life

Many people pose the question, “why give to United Way instead of to directly to an agency?” The response is simple; “leverage.” Your investment achieves broad impact and multiplies your power to solve community problems. Any contribution you make to United Way is leveraged through partnerships that achieve maximum community impact. You support a community-wide effort to understand and address our region's larger system of human service needs, and you support efforts to ensure effective nonprofit management practices. What sets United Way apart is their ability to help diverse groups share knowledge and resources for the benefit of our community.

Here are some examples of the how your contribution can be utilized by United Way partner agencies to support community resources:

* Your contribution of $1 per week will enable Southeast Senior Services, to provide curb-to-curb transportation to a medical appointment, senior center, or grocery store for one senior every month.
* Your contribution of $5 per week will enable the Association for the Education of Young Children to provide 100 children and parents with a family literacy event which includes a light supper, activity, and children’s book.
* Your contribution of $3 per week, about the same cost of your morning coffee drink, will provide 80 hours of safe, healthy childcare to help low-income working families stay on the job. Working professionals and young parents of Yaakoosge Daakahidi Alternative High School working toward their diploma can leave their children with trained child care specialists at “Puddle Jumpers,” a Catholic Community Services program.
* Or your $3 dollars per week can help stabilize a homeless individual by providing five days of healthy nutritious meals.
* Your contribution of $10 per week, the cost of 2 gallons of gas, will provide a month of safe shelter, food, and counseling for a battered woman and her children at AWARE, Women in Safe Homes/WISH (Ketchikan), or Sitkan’s Against Family Violence/SAFE.
* An investment in $10 per week, the cost of a movie ticket, will provide 20 children with a mentoring activity. Big Brothers Big Sisters of Southeast Alaska, the Boys and Girls Club, and Alaska Education of Young Children are three United Way partner agencies that offer such opportunities for youth.
* An investment of $20 per week will provide 10 adults with a six week GED preparation course at SERRC, which will help them to attain their GED so that they have the option of a better job and higher education.

I encourage every employee to join me in this year's charitable contribution campaign. It is an effective and beneficial way to help those who are less fortunate than us and to support worthwhile charitable activities that make our communities a better place to live.

Sincerely,

<insert name of CEO>

**Sample CEO Ask Letter to Employees who Previously Donated (Option 4)**

<Insert Date>

Dear <insert employee name>,

Thank you for your generous donation last year as a <insert company name> employee.

United Way of Southeast Alaska recruits people and organizations who bring the passion, expertise and resources needed to get things done. Last year, your gift was combined with others to help advance the common good by creating opportunities for a better life for all.

Our company’s 2013 United Way campaign will begin on <insert date>. During the campaign, you will hear more about the impact United Way is making in helping families succeed in our community.

For many years, United Way has been a trusted leader mobilizing resources to address the community’s most pressing issues, resulting in solutions that create measurable progress. Your donation allows United Way to continue to strategically focus on education, income and health—the building blocks for a good life.

Each of us can share something, so please join me in making a generous gift to United Way. I invite you to connect with <insert employee campaign coordinator name(s) and contact information> to take an agency tour, check out volunteer opportunities and get more involved with our company campaign.

Your gift, your voice and your talent are unique and important. When you share these with others, you exemplify what it means to LIVE UNITED.

Sincerely,

<insert name of CEO>