

ENDORSEMENT LETTERS

5.1 New Hires - Welcome Letter

Below is a sample endorsement letter to promote your campaign in the workplace. Be sure to put this on your company letterhead and personalize it whenever possible for greatest impact.

Dear (name of new employee):

Congratulations and welcome to your new job! Today you have the opportunity to join us in something we are very proud to be a part of -- supporting Head of the Lakes United Way.

Our community is stronger because of our investment in United Way. We are improving people's lives by uniting caring people and mobilizing resources to empower individuals and strengthen communities.

We envision our community as a place where all thrive. United Way is reaching their goals and accelerating solutions in the following impact areas:

- Basic Needs
- Education
- Health
- Income

We hope you will join us in making a very important investment by choosing payroll deduction or making a cash donation to Head of the Lakes United Way.

Thank you,

(CEO name and signature)