

ENDORSEMENT LETTERS

5.2 CEO Letters – Supporting the Campaign

Endorsement Letters: CEO – Sample 1

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),

One of the most difficult things to do is to ask for help. Yet all of us at some time in our lives will desperately need help from those around us. Friends, doctors, hospitals, counselors . . . when we need help, it is a wonderful feeling to reach out and find open arms and hearts ready to lend the assistance we need.

We may go through life for years fortunate in avoiding hardship within our family - illness, accident, crisis or even death. Every day, others around us are dealing with these facts of life. Eventually, we all have to face difficult times.

Through Head of the Lakes United Way, your dollars will be leveraged effectively to address critical needs in basic needs & education. Their success depends upon the support you and I provide.

Please take a few moments during our Head of the Lakes United Way campaign to reflect on these thoughts and decide what you can do to help make our community able to meet our needs. Remember, underneath everything we are, underneath everything we do, we are all people, connected, interdependent, united. And when we reach out a hand to one, we influence the condition of all.

Thank you for caring. Best Regards,

(CEO Name & Signature)

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Endorsement Letters: CEO – Sample 2

Here is another example of an endorsement letter to promote your campaign in the workplace.

Dear (Name),

(Company Name) is gearing up to run another exciting Head of the Lakes United Way campaign. Each year we set a challenging goal for our employees, and this year will be no exception. (Company) has committed to raising (goal)!

Your contribution advances the common good. We all win when everyone has the basic needs in life: when a child succeeds in school and when families are financially stable. These results have benefits that ripple out to the community.

(Company) is asking for your support by participating in this year's campaign. When we reach out a hand up to one, we influence the condition of all. We are improving people's lives by uniting caring people and mobilizing resources to empower individuals and strengthen communities.

It takes everyone in the community working together to create a brighter future. Together, we can accomplish more than any single group can on its own.

Watch for more information about this year's campaign in the weeks to come. Again, I appreciate your support and I thank you in advance for your gift.

Sincerely,

(CEO Name/Signature)