

(Company Name) is proud to run a United Way campaign in our workplace. Last year, because of the caring spirit of the employees here, we raised \$(amount raised in last year's Campaign) to give back to the Roanoke Valley. Leadership donors are a strong pillar of our campaign, and I invite you to join us at the leadership level - \$500-\$999 for Commonwealth Society, \$1,000-\$9,999 for President's Circle, and \$10,000+ for the Tocqueville level.

When I think about why we support United Way, I think about the beneficiaries who have turned their lives around – Carissa who found academic support for her daughters through a rigorous after-school program, John – a veteran who overcame unemployment and PTSD, and Jackie who received the treatment she needed to conquer addiction and abuse. United Way leadership investors like you changed their lives forever because they understand what it takes to succeed. These are just a few examples of the thousands of people who receive the critical support they need to take care of their own lives.

United Way is strongly committed to having a deep and lasting impact because it is the only way to ensure real change. Your support is crucial. When your United Way leadership gift is combined with the gifts of others, we improve hundreds of thousands of lives each year. Please consider increasing your 2013 gift to help meet new and growing challenges. You can count on me this year and I hope you consider joining me in making an investment in our community with United Way.

Thank you for your time and for all you do to keep our community a great place to live.

Sincerely,

(CEO signature)