

**SAMPLE CEO LETTER**



**DATE**

**NAME**

**COMPANY**

**ADDRESS**

**CITY/STATE/ZIP**

Dear **[First name]**,

Thank you for your past support and dedication in helping to create a thriving community. I am writing to once again to ask you to join with your community members this year in collectively giving to help Lumber River United Way. We want to support our local friends and neighbors who need our help the most.

I would like to tell you why I have chosen to be UNITED with United Way. **[INSERT PERSONAL REASON FOR BEING A PART OF UNITED WAY – 1-2 SENTENCES]**.

When I think of the impact that we can create together in Bladen, Hoke, and Robeson Counties, the communities we love, I cannot skip over the fact that there are many challenges in front of us today. Especially related to the current circumstances surrounding COVID-19. Poverty, hunger, abuse, education, and health problems are just a few of the challenges we face together. However, I believe in our resilience and the ability to overcome any of these challenges together. That is why I am asking for your help to benefit all who have suffered and are in need.

Lumber River United Way invests in critical programs, makes essential business connections, helps non-profit organizations, healthcare, and education sectors, as well as serves our community with strength and an unmatched drive to help everyone in need. Every gift to United Way's Community Fund is making a measurable impact on our communities—kids, families, older adults, and more. And while we are working to overcome today's challenges, we are also innovating for the future to strengthen these great counties we all call home.

Thank you for your leadership and investment in our beautiful communities.

With gratitude,

**NAME**

**TITLE/ORGANIZATION**