



Endorsement Letters: New Hires

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 United Way of Central Minnesota.

Our community is stronger because of our investment in United Way. We are improving people's lives by mobilizing the caring power of Central Minnesota. Your dollars stay local and help our neighbors, friends, family, and co-workers.

We envision Central Minnesota as a place where all thrive. United Way is reaching their goals and accelerating solutions because of us:

- Ending hunger;
- Ensuring early literacy;
- Providing quality out of school time;
- Reducing homelessness; and
- Increasing financial literacy.

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

Thank you,
(CEO name and signature)