

CEO/Manager Letter of Endorsement

Dear _____:

Our employees have few opportunities to speak with one voice about something important to all of them. That is what makes the United Way of Johnson County campaign so special. It is an opportunity to support programs that make a difference right here in our community.

In giving to United Way of Johnson County, we experience many rewards. We know we are helping to provide counseling for families under stress, activities for seniors, youth programs and shelter for victims of domestic violence. We also know that this is just the beginning. One out of four residents in Johnson County receive help and are grateful for this assistance.

United Way is working to be even more responsive to the community. Dollars contributed go directly to programs that represent solutions to the greatest needs. Many programs are provided by agencies you probably know, such as the Boy Scouts and Girl Scouts, American Red Cross, Big Brothers Big Sisters, Girls, Inc., or the Boys and Girls Club of Franklin. Others may not be as familiar, but their work is just as critical.

As individuals who live and/or work in a growing county, we cannot ignore the problems that exist. But, by giving to the United Way we can be a part of the solution to the problems. If each of our employees at [company] gave [\$[dollar amount]], that would amount to over [\$[dollar amount]] to United Way of Johnson County. While this is only a guide, any contribution will be helpful to United Way and the people of this county.

I would like for you to join me and your fellow workers on [date] at [location] to hear more about United Way of Johnson County.

We at [company] have the opportunity to make a difference for many people in Johnson County.

Sincerely,

CEO/Manager Name