

## **Campaign Endorsement Letter from the CEO - No.1**

Dear Fellow Employees:

"What Matters." In the weeks ahead, you will be hearing this phrase throughout the community - as people join together to help others through San Juan United Way.

Human care services supported through San Juan United Way help not only the sick, disadvantaged, or physically disabled, but also families who face unexpected problems or require professional help to meet basic human needs. Anyone who has visited one of San Juan United Way's partner agencies can see this help first-hand and be reassured that his or her pledge is working to provide essential health and human services.

Giving to the United Way is a symbol of your concern for your own needs and those of your friends, neighbors, and fellow employees. By joining so many deserving agencies into one fund raising effort, each contributor is assured that he or she is doing the most good for the greatest number of people.

What really sets United Way apart, however, is that local volunteers not only raise the money, but through the Community Investment Fund process, also determine how contributions will be used to the community's best advantage. It is an open, fair, and equitable system, and we can all be proud of it! I hope you will take this opportunity to make your pledge. Your gift will make a difference.

## **Campaign Endorsement Letter from the CEO - No. 2**

Dear Fellow Employees:

The spirit and leadership of the employees of our organization are well recognized in the community. We have never been content with just following along, but have taken the initiative in setting the pace for others.

Within a few days, you will be given the opportunity to help our friends, our neighbors, and thousands of people through San Juan United Way. United Way is an excellent way to help people who really need help. The non-profit agencies and vital health and human care programs made possible by your United Way gift help literally thousands of our neighbors each year. Whether it's rehabilitation for a stroke victim, specialized day care for a child, counseling for abused spouses or a rape victims, your gift to United Way is addressing what matters most.

In support of this very important campaign, you will be asked to attend a San Juan United Way presentation at which time you will be given the opportunity to make your pledge. Your contribution is a personal decision, but I hope that you will recognize the need.

Through our payroll deduction plan, you have a convenient, easy and practical way to make your contribution over a period of 12 months. I have made a pledge to United Way, and I hope you will give strong consideration to doing the same. When we help United Way, we really help ourselves as well as others. United Way addresses what matters in our community.

### **Campaign Endorsement Letter from the CEO - No. 3**

Dear Fellow Employees:

When we were young, we learned the value of teamwork. We learned that, by working with others, we could do much more - and in less time - than we could do on our own.

United Way offers a classic example of just how powerful a force teamwork can be. Through a vast network of volunteers and donors, United Way makes sure that a wide range of services are available to people who need them. These services address some very real problems our community is confronting - problems such as homelessness, hunger, shelter for victims of domestic violence, child care and programs for disabled and elderly individuals. Indeed, many of the health and human-care services this community has are available because people working together through United Way, help to provide the funds.

San Juan United Way is a story of hope . . . and help.

You play an important role in the success (organization name) has established - and through efforts of people like you, we can make that tradition continue.

### **Campaign Endorsement Letter From the CEO - No. 4**

Dear Fellow Employees:

We - the employees of (organization) - have been recognized as leaders, not followers, in the community. We've never been content to just follow along, but have taken the initiative in setting the pace for others when it came to giving to San Juan United Way.

This year, we have the opportunity again to demonstrate our leadership in United Way. It is our hope that each officer, supervisor and employee will share in this important effort to meet the community's needs.

How much should we give? This is a matter of each person's conscience and resources. There are suggestions on this year's pledge card to help you with this decision. Because we can give our contribution through payroll deduction, each of us can give something throughout the year.

When deciding what to give, remember that your contribution is multiplied because of all the volunteers who generously give of their time to the agencies and programs that are supported through your contributions.

Let's show that we care. It's the best opportunity we have to help our community.

**Campaign Endorsement Letter to Employees (issued jointly by CEO and Labor Leader)**

Dear Fellow Employee:

All of us wear a different number of hats in our daily lives - that of spouse, parent, employee, union member, citizen. And each year around this time, we're asked to wear yet another hat: that of a San Juan United Way contributor.

Organized labor, business and United Way have long worked together as team to ensure that the health and human-care needs of our community are met. Members of (union name), as well as the employees and management of (company name), are proud of their history of support for United Way. Through your United Way contribution, you are making sure help is available when it's needed.

In a short time, you will be asked to support United Way. We hope you will give generously, because though you might not need United Way supported services now, it's good to know help is there if and when you do.

We are confident that you will join us in helping to make this year's United Way campaign a success.

**Campaign Endorsement Letter From Labor Leader**

Dear Brothers and Sisters:

The labor movement and San Juan United Way have a lot in common. Both exist to help people. Both have the support of working men and women throughout the country. And both believe that every individual should be treated with dignity and respect.

For over a century now, people have given time and money to study local needs and have done their best to meet those needs through United Way. The result is one of the finest voluntary efforts in the world.

When you are asked to give to United Way this year please be generous. Thousands of people right here in our community depend on your support. And if you have ever thought of volunteering, I encourage you to do so now. Volunteer opportunities abound. If you already volunteer, recruit a friend to join you.

We may never have all the resources we need to solve all the problems that need attention. But San Juan United Way volunteers make sure we use our limited resources as wisely as possible. They've been doing that for over 100 years. With your help, United Way can continue in the years ahead to serve the needs in our community.

### **Campaign Endorsement Letter From Management for Pacesetter Employee Groups**

Dear Fellow Employees:

At (company) we have a number of fine traditions that set us apart from many other companies. Two of these, which we point to with pride, are our leadership position and outstanding quality of our products and services.

Our good name extends to the community as well, through the strong support our employees and company gives to worthwhile programs in the area. This year, we have the opportunity to demonstrate our leadership, our belief in ourselves, and our tradition of caring for others, for we have agreed to be a Pacesetter in our community's San Juan United Way campaign.

Our Pacesetter Campaign will be held in (month), but I want you to know about our plans now since activities will begin very soon. Again this year, we'll have a number of opportunities to learn more about our community's needs, about United Way supported agencies and the services they provide, and how each of us benefits from this community effort. As citizens, we should be informed, so that when we are asked to give, we understand what our gifts mean to others in our community.

In addition to being a Pacesetter this year, we're making a commitment to year-round giving. An important part of this commitment is payroll deduction giving. Payroll deduction is an excellent way to give, and it enables you to give your gift all year long. We encourage you to use this method when making your United Way gift.

I want to thank each of you and your families for the support you've given San Juan United Way and other community programs in the past. I'm confident we will continue our tradition of community support during our Pacesetter campaign this year.

### **Campaign CEO Thank You - No. 1**

Dear Fellow Employees:

On behalf of the (company name) and San Juan United Way, I would like to express our deep appreciation for your involvement in this year's campaign.

Your generous donation to our United Way campaign is greatly appreciated. Your gift is an expression of your caring, and it represents an investment in the future of our

community. Because of your commitment, local United Way supported programs will receive the help needed to provide vital health, family and youth services.

The value of your efforts - to these programs and to the people who depend on United Way - cannot possibly be measured, but are certainly appreciated.

Again, thank you for your generosity.

### **Campaign CEO Thank You - No. 2**

Dear Fellow Employees:

Each year, I write a letter asking for your support of San Juan United Way. I ask because I believe United Way is one of the best resources we have here in our community.

I can happily report that each year we've outdone ourselves in our generosity. And this year was no exception. Thank you for your generous support. My biggest concern is that we will become less generous over time; that we might forget why we give to United Way. Anything that becomes automatic can become meaningless as well. That's why I hope you'll take advantage of the visits to United Way agencies that can be scheduled throughout the year. These visits can give you a chance to see, up close, how your contributions are working to help people every day of the year.

You and I both know there will always be people who need a helping hand or a gentle word of encouragement. Your generous support of United Way ensures that someone will be there to lend that support.

Once again, I extend my warmest thanks to you for taking the time to care. I'm proud and honored to work with people like you.