***Use company letterhead and personalize it as much as possible for the greatest impact.***

Dear (Name),

Do you LIVE UNITED? I encourage you to partner with (Company Name) and United Way of Otter Tail & Wadena Counties to learn how we can all LIVE UNITED. Each year we join together for another challenging goal for our company, and this year will be no exception. (Company) hopes to achieve a goal of (goal)!

It is no secret the needs within the Otter Tail & Wadena County area are greater than ever before. As a company employee, your contribution to United Way stays local strengthening the whole community. United Way is working to advance the common good focusing on health, education and financial stability. The building blocks for a good life—leading to a stable job and enough income to support a family.

As CEO I am asking you to join with our company to create opportunities for a better tomorrow by participating in this year’s campaign. We support giving back to the community and believe United Way of Otter Tail & Wadena Counties is the best way to help the most people. Ninety-nine cents of every dollar donated stays in our community. Together we can create lasting changes that prevent problems from happening in the first place.

Watch for this year’s United Way campaign in the weeks to come and learn how you can LIVE UNITED.

Again, I appreciate your support and I thank you in advance for your gift.

Sincerely,

CEO Name