

<Date>

Dear <Employee>

As we begin our United Way campaign, I would like to take a moment to encourage your support. My motivations are both personal and professional. I take comfort in knowing that United Way touches so many people throughout our community, our families, friends and co-workers, as well as our customers and their families.

I also know that with United Way in my portfolio, my investment continuously multiplies, and the results could not be better. United Way of Fort Smith Area has 33 community partners and programs. That's not surprising when you consider the comprehensive range of social services addressed by United Way. We all care about issues like hunger, childcare, strengthening families, and increasing independence for our elderly neighbors. A United Way investment is a great way to be part of the solution.

Last year, we raised <\$> in our United Way campaign, company-wide. United Way puts those dollars to work efficiently and invest effectively in our communities. Because trained volunteers are such an integral part of the system, United Way is able to keep operating costs low.

I am proud of our accomplishments and the impact we have made. Our support taps into the passions and strengths of our communities, creating an environment where people come together every day to make our area a better place for all of us to live. I hope you will join me, to help us build a better, stronger and more caring community by contributing to United Way.

Thank you.

<CEO Name>

<Title>