

## **Sample email/letters**

Dear Colleagues,  
***(intro option 1)***

It's sometimes hard to believe that a single effort can make a difference - but it does. Given the challenges we're facing today, I'm asking this year, that you consider joining the thousands of others who have chosen to LIVE UNITED and support the Woodland United Way. No matter how we choose to give, how much or how little we give — it all counts.

### ***(intro option 2)***

"We don't change lives – you do." That's what United Way's team said to me not so long ago. Woodland has a long and proud history of answering community needs. It takes everyone in our community working together to create a brighter future and I believe, that especially in these tough economic times, people in our community will continue to care for those less fortunate. That's why I'm asking you to join this campaign and make a difference. Choose to LIVE UNITED.

### ***(body option1)***

Here at [COMPANY], we're committed to making long-lasting changes to our communities. Our collective donations to United Way's Community Fund will change lives and help address many of our community's most complex issues. We all benefit when a child succeeds, when families are financially stable, and when people have good health.

### ***(include)***

This year, our company campaign is slated to kick off on [date]. (Coordinator name) has volunteered to lead the 2011 campaign here, and we have set a goal of (\$xxx). But remember –it's more than a goal or a number to reach. It translates to real programs and services for people in our community every day

### ***(optional)***

I also encourage you to visit United Way's web site at [www.woodlandunitedway.org](http://www.woodlandunitedway.org) to learn more about the change your gift will be making in the year ahead.

### ***(closing option 1)***

Thank you for choosing to LIVE UNITED and for continuing the progress and change in our community.

### ***(closing option 2)***

To that end, consider joining the thousands of others in our community that have made the decision to LIVE UNITED. If you are considering a donation please fill out your pledge form and it in by (date) to (name).