

UNITED WAY 101

2015 Campaign



E-Pledge General Thank You Letter

Thank you for giving to United Way. Your investment will make a positive difference in the lives of those in need in our community. Because of you, you have been able to help more than 124,000 people in our service area receive much needed assistance. Families are stronger, children are healthier and our community is a better place because of you!

Thank you for investing in our community.

UNITED WAY 101

2015 Campaign



E-Pledge Invite to Campaign Kick Off

You are invited to a/an **EVENT NAME** as we kickoff **COMPANY**'s 2014 United Way Campaign.

Date:

Time:

Location:

Don't miss this opportunity to hear how our contributions make it possible for United Way to help more people in more ways. Hear how United Way is local, accountable, efficient, and effective with our donation. We'll get to hear stories of how our donations make a difference in our community. Together we can work together to make a stronger community and meet the needs of those less fortunate.

UNITED WAY IOI

2015 Campaign



E-Pledge CEO Letter

Date

NAME

ADDRESS

CITY, STATE ZIP

Dear Valued Employee:

Every year, you and your coworkers at COMPANY NAME show your commitment to our community by participating in United Way's annual workplace campaign. We hope we can count on you again this year to improve our community.

Thanks to your generous support, United Way of East Central Iowa and its partners helped more than 116,000 people including:

- 1,100 children succeed academically
- 441 low-income individuals build work skills
- 57,990 people connect with the 2-1-1 hotline
- 10,800 individuals and families enroll in health insurance

If you are already investing in United Way, thank you! This year, we invite you to renew your leadership support and respectfully ask that you consider increasing your 2014 pledge.

This year, Cedar Rapids Bank & Trust has issued a \$100,000 challenge grant. Any increase you make as a Leadership Donor during the 2015 United Way Campaign will be matched dollar for dollar. **Will you double your impact by participating in this challenge?**

If you are considering a gift to United Way, your gift, no matter the dollar amount, will have a positive impact on our community. Thank you for considering investing in United Way.

On behalf of all of our partners and the people they serve, we thank you for your investment in our community and carrying on the tradition of improving the living standards of individuals and families and promoting stable communities.

With gratitude,

CEO NAME

UNITED WAY 101

2015 Campaign



E-Pledge CEO Letter - Short Version

Date

NAME

ADDRESS

CITY, STATE ZIP

Dear Valued Employee:

Every year, you and your coworkers at COMPANY NAME show your commitment to our community by participating in United Way's annual workplace campaign.

Thanks to your generous support, United Way of East Central Iowa and its partners helped more than 116,000 people including:

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With gratitude,

CEO NAME

UNITED WAY IOI

2015 Campaign



E-Pledge Thank You Letter#2

Dear Contributor,

Heartfelt thanks goes to each and every one of you who contributed to this year's United Way campaign. Once again, you have gone the extra mile to make our community a better place for us to live and work.

Many words come to mind to describe people like you: generous, concerned, and caring. You realize that when you give to United Way, you help ensure that a wide variety of needs are met, including services to the hungry and homeless, the sick and grieving, our youth and senior citizens, and so many more.

Your **generous donation helped us raise a total of \$_____!! This exceeds last year's results by _____percent.** It's an accomplishment of which you can be proud.

Again, I would like to thank you for supporting United Way of East Central Iowa, helping those most in need.

Sincerely,

Name of CEO