**Sample Leadership Kick-off Letter #1**

Dear Colleagues,

As employees of [company] and caring citizens of this community, we share a common hope for the Wabash Valley to be a thriving place where everyone has the opportunity to live a safe, stable and successful life.

United Way of the Wabash Valley’s annual resource drive offers us the most effective and efficient way to support that community vision and this year I hope you will join me in the Fight for ALICE.

Together, our support will help United Way in its work to end the cycle of generational poverty for many in the Wabash Valley. Our gifts are invested in strategies designed to break that cycle—making sure Wabash Valley children start school prepared to learn and go on to graduate, well-educated graduates find good jobs and create stable homes, and children from stable homes continue the positive cycle because they start school on track and prepared to learn.

Great things are happening and their work is advancing thanks to our past generosity. We can’t stop now, I know the tremendous impact we can make. I ask you to join me in donating to the community impact fund in an effort to move 10,000 families out of financial struggles and into stability.

I am proud to work with so many people who care deeply about our work and our community. It’s what makes us a great organization and engaged citizens of the Wabash Valley. Let’s all continue our commitment this year by giving generously.

Sincerely,

[CEO NAME]

**Sample Leadership Kick-off Letter #2**

Dear Colleagues,

As we kick off this years United Way resource drive, I ask you to join me to do something inspiring for our community…helping to move 10,000 families out of financial struggles and into stability.

Everyday life is tough for struggling families. Stability and economic success can only happen if people are mentally and physically healthy, self-sufficient, and living in communities they are proud to call home.

There is no “one size fits all” answer, and no one person or organization can do it alone. United Way is building a collective movement of people and organizations to tackle the complex issue of poverty and the dilemma of struggling working families within our community.

While we at [Company Name] are able to achieve success even in these sometimes-challenging times, there are others, the most vulnerable in our community, who work very hard and are still unable to enjoy life’s prosperity. United Way is here to lift those people, and our entire community, up.

When you give to United Way, you are making a difference in individual lives and the quality of life we all enjoy. Your support ensures the success of our community that we all call home.

[Company Name] supports United Way of the Wabash Valley. I hope you will, too.

Sincerely,

[CEO]