

# CEO/EXEC LETTER TEMPLATE

## UNITED WAY CAMPAIGN 2023



**Subject:** Join me in supporting United Way

Dear Team Members,

I'm writing today to ask you to join me and our colleagues in supporting United Way as they continue to impact positive change throughout the communities they serve.

We are proud to support United Way and their efforts in the St. Louis community. **By supporting United Way, you are helping to build a stronger and more equitable community where everyone can thrive.**

United Way equips over 160 local nonprofits with vital funding and training resources to keep our region's safety net responsive and resilient.

Local companies like ours have powered United Way's work to make our community a better place to live and work. We hope you will join us in supporting them as they uplift our neighbors in need.

On behalf of our leadership team, thank you. Your support for United Way of Greater St. Louis ensures that they can continue to be a beacon of hope for our community for years to come.

Sincerely,

<Local executive's name>