Dear [Name],

There are leaders in our community who are dedicated to making the Eastern Panhandle a great place to live and work. These generous donors believe in creating opportunities to improve the education, financial stability, and health of everyone in Berkeley, Morgan and Jefferson counties.

The United Way Campaign helps to provide critical resources in education, income, health and basic needs to the people and families that need them the most. If you have supported the campaign in the past, you know that it’s an easy way to give to our community. With one gift to United Way, you will touch the lives of many individuals and families.

As our 2021 United Way Campaign gets under way, I ask you to join me and other generous and caring individuals in making a leadership investment of $750 or more in our community through United Way. I support United Way because I know my money supports programs that make a positive impact on lives. Your gift helps United Way provide grants for outcome-based programs and provides support for community change initiatives that address core needs and achieve lasting, measurable results.

I hope you will join me in supporting our community through this worthwhile organization as a leadership donor.

Your support of United Way of the Eastern Panhandle not only helps shape the future of our community, it sets an example of generosity and commitment for others to follow.

When you invest in our community through United Way, you do something meaningful for thousands of our neighbors. I invite you to join me in giving locally by supporting United Way of the Eastern Panhandle. Together, we are making change happen and building a stronger community!

Sincerely,

[CEO or Leadership Giving Chair]