



LIVE UNITED

GIVE. ADVOCATE.
VOLUNTEER.

Leadership Giver Solicitation – CEO to Employees

Dear **EMPLOYEE NAME**,

As proud residents of Central Texas, we share a vision of our community's future as a place where everyone has the opportunity to build a successful life for themselves and their families. As proud partners with United Way Capital Area, we know firsthand that our time and donations make long-lasting, fundamental improvements in the lives of those less fortunate than us. And as proud employees of **COMPANY NAME**, we lead by example.

That's why I want to invite you to become a Leadership Giver today.

Leadership Givers have the power to dramatically impact the lives of the most vulnerable members of our community by investing \$1,000 or more. As a leadership giver, you can combine public purpose with private giving to make strategic investments in the whole range of health and human service issues in our community. More importantly, our community depends on leaders like you to make this change happen.

We have a proud history of creating Leadership Givers. For example, in 2008, the contributions of Leadership Givers accounted for **XXXX%** of our entire charitable campaign total of **\$\$\$\$\$**. In fact, by pledging only \$84 a month (handled simply through payroll deductions), you will become a United Way Leadership Giver.

If you decide to make a leadership level gift, you may also be interested in joining one of the groups listed below. Be sure to indicate your interest on your pledge form, or contact your campaign coordinator, to receive further information.

- **Young Leaders Society** – Gifts by individuals and couples, age 45 or younger, of \$1,000 or more annually
- **Women's Leadership Council** – Gifts by women of \$1,200 or more annually to UWCA
- **Tocqueville Society** – Gifts by individuals and couples of \$10,000 or more annually

Visit http://www.unitedwaycapitalarea.org/leadership_giving to learn more and sign up today!

The truth is that together, united, we can do anything—from helping more students graduate school to ensuring our older adults live healthy and independent lives, from recruiting thousands of mentors for young children to helping low-income, working families make and save more money.

Thank you for your time and consideration,

CEO NAME
COMPANY NAME