**Sample Leadership Donor Letter**

Dear [Firstname],

As a leader at [Company Name], you make a significant difference in our organization every day. Today I’m writing to request your leadership in another way – as part of our effort to build and strengthen our Wapello County community.

During the next few weeks, we will be hearing a lot about the work United Way of Wapello County is doing to improve lives here in our community. Our company is proud of our role and the results we have been able to achieve through United Way. We hope you will join us and participate in our United Way campaign this year by joining United Way’s Leadership Circle of donors.

United Way recruits people and organizations like ours to bring together the passion, expertise and commitment to get things done. United Way focuses on bold goals for our community in education, income and health – the building blocks for a good quality of life. Together, we can build a community where:

* All children receive a quality education and are ready for college, work and life.
* All individuals and families reach financial self-sufficiency and end the cycle of poverty.
* Everyone has access to quality health care and make healthy choices.

Please join me in learning more about how you and your colleagues can Live United. We will have an opportunity to learn more [insert time and location of leadership event].

Please complete the enclosed pledge form and return by [date]. This simple act can make such a big difference to so many people.

Thank you for Living United.

Sincerely,

P.S. [COMPANY NAME] maximizes the impact of your donation by matching your United Way pledge [dollar for dollar].