*A message from Chief Executive Officer X of the X Employee Giving Campaign*.

DATE

Dear Colleagues,

It takes all of us, together, to build a stronger community. *That is why your role is so critical in creating the community we all want.* We invite you to LIVE UNITED and contribute to closing gaps and creating opportunities for everyone in central and northeastern Connecticut through [COMPANY]’s United Way Employee Giving Campaign.

One way United Way strengthens our community is by supporting quality education for our children. Learning to read by the start of fourth grade is the most important indicator of on-time high school graduation and success in life. Yet, many students miss this milestone. Children who fall behind find it harder to catch up, causing frustration that can lead to other issues. United Way is fixing problems by providing lasting solutions to help children learn. **Your gifts are essential in making this happen.**

Thanks to generous contributions to United Way, children are succeeding in school. Here is one example of the impact.

*Like many children his age, Aiden struggles with reading. Although he enjoys books, he is not at the same reading level as his peers. Through United Way Readers, a volunteer mobilization that pairs a caring volunteer with a struggling reader, he is able to get the help he needs to succeed academically.*

*United Way Readers understands the importance of investing in a child’s future, and is committed to ensuring children are reading at grade level when they transition from learning to read to reading to learn. United Way Readers provides consistent, one-on-one weekly interactions to help build comprehension, literacy and vocabulary skills.*

*Today, Aiden is improving his reading skills and is gaining confidence. “How I became a better reader is by reading a lot of books and practicing … a lot,” says Aiden. “My United Way Volunteer Reader helped me with that. I am going to continue to read so I can be smarter.”*

Last year, through gifts to United Way*,* nearly 5,900 youth accessed critical resources needed for academic success. To learn more about our collective impact, please visit unitedwayinc.org.

Together, we are making progress and finding solutions, yet we need to do more. I hope you will join me in the year-round commitment to give, advocate and volunteer to help children succeed in school, ensure families are healthy and financially secure and ensure everyone’s basic needs are met when times get tough.

I invite you to invest in our community’s future. Your gift to United Waywill make a lasting impact – our community will be stronger and more sustainable for generations to come, in ways that will benefit all of us. Please return the enclosed pledge form to [UNITED WAY COORDINATOR NAME]. Thank you.

Best regards,

[CEO NAME and SIGNATURE]