**CEO ENDORSEMENT LETTER**

**Send time: Day after campaign invitation email**

**Sender: CEO**

**Subject: Fwd: [ORIGINAL SUBJECT LINE FROM EMAIL 1]**

Hi there,

I would like to make sure you saw this note from [CAMPAIGN COORDINATOR NAME] announcing the launch of our 2021 United Way of Whitewater Valley *Make It Happen* Campaign.

The critical work of United Way in our community is near and dear to my heart, and I believe it closely aligns with the values of all of us here at [COMPANY NAME].

When you give to United Way, you are changing lives and helping to improve the region in which we work and live. Now more than ever, your support will help build stronger neighborhoods, increase racial equity and improve the systems that serve our children and families.

I encourage you to learn more about the impact of United Way’s work at <https://givetheunitedway.com/>.

I’m immensely proud of our team for supporting such a great cause, and I’m excited to see what we accomplish together

Thanks so much for being a part of this — see below for more details!

[SIGNATURE]