

## Example Executive Endorsement Messages

Today we think very carefully about investing in our future, whether it's through a 401(k) program or other ways to save for retirement. We take proactive measures to create security for ourselves and for our loved ones. Often, we consult experts who advise us as to where best to invest our resources to have the highest possible return. Should we not put similar consideration into investing in our community? After all, when our community is strong, we all benefit.

That's where United Way Fox Cities comes in. United Way brings our entire community together to tackle tough issues – from ending homelessness to helping kids succeed and more.

Our employee giving campaign starts [insert date] and I invite you to join me in investing in our collective future through United Way's Community Fund. By doing so, you will help far more than one person or program. You will put your dollars to work along with thousands of others in our community, to get real results and help people live better lives.

Your generosity and involvement are very much appreciated.

United Way Fox Cities inspires us to pause, look beyond the daily excitement of our personal and professional lives, and remember that we are part of a community here in the Fox Cities.

There are many things that make the Fox Cities a great place to live, work, and raise a family, not the least of which is a strong network of health and human service programs. The reality is that in a given year, thousands of people – including our co-workers, neighbors, friends, and maybe even ourselves – turn to one or more parts of this valuable network for assistance. The future of these valuable services depends on you and me.

I believe the most effective and efficient way to support this entire complex community network is to partner with United Way Fox Cities. United Way is the one and only local non-profit organization that exists to impact and benefit the entire community...not just one issue, service, or population.

It is with this in mind that I proudly support United Way Fox Cities and invite you to do the same. Please join me in participating in [Insert company name] upcoming United Way Campaign.

At [Insert company name] we recognize the importance of giving something back to the community where we live and work. One of the best ways to accomplish this is to partner with United Way Fox Cities.

United Way Fox Cities believes that the best way to help the greatest number of people is to focus on underlying causes of serious issues. United Way partners with volunteers, businesses, the faith-based community, schools, government, and other local organizations. This collaborative approach allows us to accomplish much more, and ensure that we are investing in what matters most: results.

In the coming weeks, [Insert company name] will be running a campaign to benefit our community through United Way Fox Cities. As you hear more information about the important work they are accomplishing, please consider the positive changes that can happen in our community if you say “yes” to making an investment in United Way. I hope you will join me in supporting an organization that is dedicated to building a stronger, more caring community for everyone.