(Date)

(First and Last Name)

(Organization)

(Address)

(City, State ZIP)

Dear (Salutation):

United Way of Greater Milwaukee & Waukesha County fights for the health, education, and financial stability of every person in our local community.

Our community’s problems are interrelated, and only by working together can we address the complex causes of poverty, school readiness, teen pregnancy, and many other issues in a way that no single agency, donor, volunteer, or sector of the community can do alone.

This is why we are asking you to consider making a gift this year to the Community Fund (United Way’s general fund), supporting programs that tackle critical community issues by addressing their root causes related to health, education, and financial stability. Your gift to the Community Fund helps United Way fund programs to the degree they deserve and add programming where needed.

The Community Fund also supports United Way’s immediate response in times of need. We call these our Urgent Need grants, which address short-term needs, such as purchasing food for a pantry, covering additional fuel costs associated with home visitation programs, or repairing a furnace for a shelter during the winter.

Change only happens if we all join together. I encourage you to join me in supporting United Way’s 2017 Community Campaign.

Thank you for Living United.

Sincerely,

(CEO Name or Signature)