

Subject Line: Together, we can build a stronger community

Every day at (company name), we work hard to create a good life for our families and represent this company as a strong part of this community. For some of our neighbors, there is too much to overcome to achieve that good life. The challenges facing families in poverty, and others who are struggling, put demands on health and human service organizations in Thurston County.

***But we can change that.***

(Company name) partners with United Way of Thurston County, working together to meet our community's needs. United Way's unique ability to unite businesses, government, nonprofits and caring individuals is key to making a lasting impact. Your investment through United way matters. In the end, strong families and successful kids means we all win.

***But WHY United Way?***

- Underneath everything we are, underneath everything we do, we are all people connected, interdependent, united. And when we reach out a hand to one, we influence the condition of all. That's what it means to LIVE UNITED.
- We are fortunate to have amazing non-profit organizations that complement the work that we do in making this a strong, successful community. For every dollar you donate to United Way, it is translated into \$1.67 return in investment in our community. For example:

***How can you get involved?***

The United Way campaign kicks off \_\_\_\_\_ and ends on \_\_\_\_\_. If you have any questions, feel free to ask \_\_\_\_\_.

***We have an ambitious goal of \_\_\_\_\_.*** We can do this! You can give through payroll deduction or a one-time gift of cash, check or credit card.

I thank you in advance for your participation, your commitment to your community and for **LIVING UNITED!**

Sincerely,

Your Company President/CEO/Owner