

SAMPLE TOP MANAGEMENT/LEADERSHIP LETTER

Dear :

United Way of Buffalo & Erie County brings the entire community together to address our most critical human service needs. As a leader within [COMPANY], you are a leader in our community. Your support of United Way is essential in making our community a better place to live and work.

Through United Way, your gift is combined with others and invested in improving lives today and creating a better community for all of us. Through a contribution of \$1,000 or more as a member of United Way's *Leaders of Change*, you help set the standard of caring for our entire community.

Your Leadership gift is vital to improving our community. Your contribution stays here in Erie County, where it does the most good, meeting the most urgent needs and building a better place to live for all of us – now, and in the future.

I'm proud of our company's tradition of community support. I hope you will join me as a *Leader of Change* through United Way of Buffalo & Erie County. Your commitment matters to all of us.

Thank you,