



## Endorsement Letters: New Hires

**Below is a sample endorsement letter to promote your campaign in the workplace. Be sure to put this on your company letterhead and personalize it whenever possible for greatest impact.**

Dear (name of new employee):

Congratulations and welcome to your new job! Today you have the opportunity to join us in something we are very proud to be a part of -- supporting United Way of Central Minnesota.

Why United Way? Because people who care about others often find it hard to decide who needs the most help. Fortunately, you don't need to choose. By supporting United Way's Community Action Fund you're helping all people in Central Minnesota.

[Name of Company] believes the programs United Way supports are vital to our community. Your gift does more than just help people in need; you change community conditions. We hope you will join us in making a very important investment by choosing payroll deduction or making a cash donation to United Way of Central Minnesota

Thank you,

CEO name and signature

P.S. When we reach out a hand to one, we influence the condition of all.



Give. Advocate. Volunteer. **LIVE UNITED™**