

CEO/EXEC LETTER TEMPLATE

UNITED WAY OF GREATER ST. LOUIS CAMPAIGN 2024



Subject: Join me in supporting United Way of Greater St. Louis

Dear Team Members,

There is power in numbers and philanthropy plays such a critical role in the overall health and vitality of our community. I'm writing today to ask you to join me and our colleagues in supporting United Way of Greater St. Louis as they continue to help more than 1 million people each year and impact positive change throughout the communities they serve.

We are proud to support United Way and their efforts in the St. Louis community. By supporting United Way of Greater St. Louis, you are helping to build a stronger and more equitable community where everyone can thrive. Our collective strengths can transform the lives of individuals and families, moving those experiencing setbacks from crisis to stability.

United Way of Greater St. Louis equips more than 160 local nonprofits with vital funding and training resources to change lives through quality education, safe and healthy homes, economic mobility, reliable transportation, and quality healthcare – all essential elements to overall well-being.

By working together, local companies like ours can make our community a better place to live and work. We hope you will join us in supporting them as they empower our neighbors in need.

On behalf of our leadership team, thank you. Your support for United Way of Greater St. Louis is amplifying impact, changing lives, and strengthening our region across 16 counties in Missouri and Illinois annually.

Sincerely,

<Local executive's name>