

## PEER TO PEER LETTER

Date

Name

company

Company address

City, State, Zip

Dear (salutation name):

As business leaders, we make decisions every day that affect the lives of people around us. Today I am asking you to add one more decision to your list – the decision to participate both as an individual and as a company in this year’s United Way fund-raising campaign.

**If it didn’t matter, I wouldn’t ask.**

If it didn’t matter that there are more children living in poverty in our county than ever before, **I wouldn’t ask.**

If it didn’t matter that hundreds of area working parents are forced to leave their children home alone because they can’t afford child care, I wouldn’t ask.

If it didn’t matter that more and more families are struggling with mental illness, family violence, unemployment and the high cost of health care, **I wouldn’t ask.**

**It does matter** that those of us who are in a position to help reach out to children and families who need help.

**It does matter** that there is one organization in our community that prioritizes local community needs, identifies qualified service providers, allocates resources for the greatest impact, and then evaluates agency performance to ensure that all funds are properly spent.

That organization is our United Way.

**But United Way can’t do it without your help. We need your support, as the leader of your company, to assure that enough funds will be raised to help all those who need it.**

Please join me in supporting this year’s United Way campaign by welcoming the United Way volunteer who will visit with on you on (date). That volunteer works for me, and I have asked him or her to share how supporting United Way can affect our community.

As you know, a healthy community is critical to our bottom lines. You can help assure a bright future for all of us by joining me to support United Way. **That’s what matters.**

Sincerely,

Executive

Title