United Way – Leadership Giving. (V3 – people who have previously donated at leadership level)

Send Time: Midway through campaign  
Sender: CEO  
Subject: Your Leadership Is Still Needed

I don’t need to tell you about the value of leadership. You’ve demonstrated how much you care by setting an example of leadership during (**COMPANY NAME**)’s previous United Way Campaigns. Now that leadership is needed more than ever in our community, so I’m asking you to re-commit to your level of giving this year.

You’ll continue to enjoy the benefits of being a United Way Leader who gives $1,000 or more annually.

Let’s just consider what that $1,000 will mean. That would provide safe housing during a time of crisis for 9 women and their children. Many families never dreamed they would need assistance before this year. But the economic fallout of Covid-19 continues to devastate households in virtually every neighborhood of our community.

Leadership matters, and never more than it does now here at (**COMPANY NAME**). Thank you for continuing your journey as an emerging and important leader in our community with your support of United Way of Southwestern Pennsylvania. You are truly a ChangeMaker in the lives thousands.

ChangeMakers Unite!