**LEADERSHIP DONOR SOLICITATION**

**Sender: CEO or Leadership Giving Chair**

**Subject: Feel like taking it one step further?**

Dear [NAME],

As our 2017 United Way campaign gets under way, I’m reaching out to the most generous and caring individuals I know to ask if they’ll go above and beyond for our community. By making a leadership gift of $1,000 or more to United Way of Northeast Florida, you can join me in becoming the ultimate difference-maker and active part of the solution.

I give to United Way because I know my gift supports organizations and initiatives that make a positive impact on the lives of our neighbors and on our community. Through the power of United Way’s partnerships, every dollar received is doubled, amplifying the impact of your donation.

Consider what your leadership gift can do:

* **$40 per pay period** ($1,000+ gift) provides 208 people access to critical resources
* **$100 per pay period** ($2,500+ gift) provides 52 children with one hour of individual counseling
* **$200 per pay period** ($5,000+ gift) provides 340 families with free tax preparation and financial education
* **$400 per week** ($10,000+ gift) provides 208 families with an hour of case management services.

Your support of United Way of Northeast Florida not only helps shape the future of our community, it sets an example of generosity and commitment for others to follow.

I hope you will join me in supporting this worthwhile organization as a leadership donor!

Sincerely,

[SIGNATURE]

**LEADERSHIP DONOR THANK YOU**

**Sender: CEO or Leadership Giving Chair**

**Subject: I’m so grateful!**

Dear [NAME],

Thank you for your generous support of our 2017 [WORKPLACE GIVING CAMPAIGN NAME]. Your leadership contribution helped [COMPANY NAME] raise $[DOLLARS] this year, and demonstrates your commitment to helping United Way of Northeast Florida make a lasting difference in our community.

Leadership donors — like you! — create opportunities for the families, children, neighbors, and friends in our community. Your generosity not only makes it possible for United Way to impact countless lives each year, but also sets a powerful example for others to follow.

Thank you for your generosity and community spirit. I’m honored to stand beside you!

[SIGNATURE]