**CEO ENDORSEMENT LETTER**

**Send time:** Day after campaign invitation email

**Sender:** CEO

**Subject:** Fwd: [ORIGINAL SUBJECT LINE]

Hi there, I wanted to make sure you saw this note from [CAMPAIGN COORDINATOR NAME] announcing the launch of our [WORKPLACE GIVING CAMPAIGN NAME].

The critical work United Way of Salt Lake is doing in our community is near and dear to my heart, and I believe it closely aligns with the values of all of us here at [COMPANY NAME].

I’m immensely proud of this group of people for supporting such a great cause, and I’m excited to see what we accomplish together. I believe that ALL kids and families, no matter their circumstance, are worth fighting for, and I know you do to.

Thanks so much for being part of this — read on for more details!

[SIGNATURE]