**LEADERSHIP DONOR SOLICITATION**

**Sender:** CEO or Leadership Giving Chair

**Subject:** Consider Going One Step Further

Dear [NAME],

As our United Way of Salt Lake 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.

Tens of thousands of children in our community face poverty. That's not okay. By making a leadership gift of $1,000 or more to United Way of Salt Lake, you can join me in the efforts to end poverty, poor health, and lagging educational achievement.

I give to United Way because I know my gift supports programs that make a positive impact on the lives of our neighbors and on our community. Trained volunteers make sure every United Way of Salt Lake program is well-run, efficient and, most importantly, gets results.

Consider what your leadership gift can do:

● **$50 per month** ($600 gift)increases access to preschool, personalized interventions for at-risk students, and adult educational opportunities.

● **$85 per month** ($1,020 gift) enables 10 students to receive a vision screening, glasses, and regular access to quality healthcare.

● **$100 per month** ($1,200 gift) pairs an elementary and high school student together in a mentoring program, giving both learning and leadership opportunities.

● **$125 per month** ($1,500 gift) gives 60 people a reason to smile by providing them with preventative and restorative dental care, helping eliminate pain and future health problems.

Your support of United Way of Salt Lake 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! Together, we can work to ensure that ALL kids and families have the opportunity to succeed.

Sincerely,

[SIGNATURE]