Dear Friends,

This is an important time. It’s the time when [Name of organization’s] 2024 United Way campaign begins. Over many years we have forged a strong partnership with Rice County Area United Way to offer hope and resources to those in need. This fall, while conflicting views are taking center stage, most of us agree that caring about our neighbors helps everyone. The theme, Give Where You Live, highlights that when you help our neighbors, our youth, our elderly and those with sudden emergent needs, we all have a brighter future.

For seven decades, our United Way has given foundational support to nonprofits we cherish including the Community Action Center, HealthFinders Collaborative, Healthy Community Center and Hope Center. These and other agencies depend on local United Way funding to provide the critical services for emergency housing, educational help, food and health care access, and more. That local United Way funding comes from each of us.

You can learn more about all many supported nonprofits at: <https://www.ricecountyunitedway.org/partner-agencies>

During [name of organization]’s United Way campaign, which runs until [date], our goal is to raise [$ goal]. Gifts of all sizes matter. Please give online at: [enter URL] or by filling out the hard-copy pledge form and dropping it [WHERE]. If you have any questions, please contact [who] at [email] or [phone].

I believe we all benefit from living in a place where these resources are available to all, without question. Please join me in donating today. Many thanks for your consideration.

**[name of CEO]**

**[Title]**