

## CEO ENDORSEMENT EMAIL

All company employees after the campaign kicks off.

**Subject Line:** <COMPANY NAME> is Leading the Way in the Rock River Valley

United Way of Rock River Valley (UWRRV) is dedicated to supporting our community's needs every day, fostering strength and ensuring everyone has the opportunity to thrive. I invite you to join me in leading the charge for our community by participating in this year's campaign. Our goal is ambitious—to raise [MONETARY GOAL/DESCRIPTION] to drive meaningful change.

I firmly believe that when we unite as a team, there's no challenge we can't overcome. That's why I'm reaching out to you to join me in Leading the Way toward positive change in Winnebago County. This campaign isn't just about fundraising; it's a call to action for us at [COMPANY NAME] to address our literacy crisis and other pressing issues affecting our local communities.

Together, we can enhance youth opportunities and strengthen community resilience to build a future where everyone can reach their full potential. We're counting on generous people like you and your teammates to make this vision a reality. With your support last year, UWRRV collaborated with over 30 local organizations to combat our community's low child literacy rates.

To date, UWRRV has purchased and distributed nearly 64,000 books and educational materials, trained nearly 200 volunteer tutors, and launched impactful reading programs through partnerships with local sports teams like the Rockford Rivets and IceHogs. With your generosity this year, we can expand these efforts even further.

**Click here [insert link to ePledge or online portal donation page]** to make your contribution now or submit your completed pledge form today. Your support at [COMPANY NAME] is invaluable, and I thank you in advance for your commitment to our community's well-being.

Join us in leading the way to a brighter future for all.

Warm regards,

<SIGNATURE BLOCK OF CEO>