**CEO ENDORSEMENT LETTER**

SEND TIME: Day after campaign invitation email

SENDER: CEO

SUBJECT: Fwd: Show Up United

Hi there,

I wanted to make sure you saw this note from [CAMPAIGN COORDINATOR NAME] announcing the launch of our **Show Up United** Campaign.

The critical work United Way of Northern Utah 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 circumstances, deserve the same chance to succeed -- and I know you do, too.

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

[SIGNATURE]