**Leadership Donor Solicitation**

SENDER: CEO or Leadership Giving Chair

SUBJECT: Consider Going One Step Further

Dear **[Name]**,

A group of kids sitting on stairs

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As our **Change doesn't just happen, we create it together** campaign gets under way, I’m reaching out to my generous and caring employees to ask: will you go above and beyond for our community?

Tens of thousands of children in our community face poverty. By making a leadership gift of $500 or more to United Way of Northern Utah, you can join me in the efforts to remove the barriers in poverty so that together we can build healthy, stable, and well-educated communities where we live, work, and play.

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 Northern Utah program is well-run, efficient and, most importantly, gets results.

Consider what your leadership gift can do:

* $50 per month ($600 gift) provides 3,000 diapers to Welcome Baby families.
* $75 per month ($900 gift) ensures 150 pantry packs for students to have enough food to eat on weekends when they can’t rely on school meals.
* $90 per month ($1,080 gift) supports over 94 calls a week through the 211 program to connect families with local resources to get access to meet their basic needs.

Your support of United Way of Northern Utah 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 our **Change doesn't just happen, we create it together** campaign as a leadership donor!

**Together, we can** ensure that ALL kids and families have the opportunity to succeed.

Sincerely,

**[SIGNATURE]**