Date

Dear Colleague:

Success is the work of many, but it starts with one. One voice. One word. One decision. One person who cares. Will you be the one?

This is your invitation to be the one by supporting [company name]’s United Way 2015 campaign. Last year, gifts to United Way’s Community Impact Fund helped more than 86,000 people right here in the Greater Richmond and Petersburg region. With your gift, we could help even more. And, you can be certain your Community Impact Fund donation is invested to make an impact and address the most pressing needs in our area, improving the quality of life for everyone. About 100 trained volunteers make sure every United Way funded program is well-run, efficient and, most importantly, gets results.

Together, we can do more than we ever could alone. Please be the one and give generously today.

Sincerely,