

# New Hire Letter

Dear [NAME],

Welcome to [COMPANY] and congratulations on your new position! You are now part of an organization that not only cares for its employees, but also takes great pride in our corporate citizenship. One of the most important ways we show this is by giving back to the community through our annual United Way campaign.

While you are adjusting to your new job, I would like to personally encourage you to join me and your co-workers in supporting the community through the United Way. In Johnson County, 1 in 3 residents lives are touched by United Way agencies, services, or initiatives. [COMPANY] views their comprehensive view of health and human services to be an incredibly effective and a great investment in the community.

Your support of United Way ensures that children and families are prepared to succeed, people are connected with critical resources, families get the support they need, individuals have increased job skills to develop self-sufficiency, and elderly adults remain in their homes, to only mention a few. One in 3 Johnson County residents are touched by United Way, evidence that their comprehensive view of health and human services makes a significant and positive impact on our community.

In addition, your dollars go toward creating new initiatives that address pressing needs in our communities. Examples include: Starting Smart, focusing on early childhood learning and development; 2-1-1, a 24 hour health and human service hotline; and the Community Investment Fund, which serves as a safety net for personal crisis and community disaster.

Many agencies can address one aspect of a situation, but only United Way can bring people and resources together to focus on key problems and strategically invest in the solutions to those problems. No other charitable organization can do that making United Way such a powerful force.

I invite you to join in [COMPANY]'s support of United Way and consider making a contribution. I also want to emphasize that participation is strictly voluntary. Please make sure you take a few minutes to learn more about how United Way strengthens our communities. Because you are starting with [COMPANY] after the kickoff of our annual campaign, a pledge card and United Way brochure has been provided for your convenience.

If you have any questions about United Way, please feel free to contact [NAME] at [EXTENSION/EMAIL]. Again, welcome to [COMPANY] and thank you for considering the opportunity to contribute to United Way of Johnson County.

Sincerely,

[NAME]