

Date

NAME
ADDRESS
ADDRESS

Dear NAME:

I am writing you today to ask you to be a leader in our community. Leaders set the standard for success, and United Way of Buffalo & Erie County's **Leaders of Change** set the standard of generosity among 60,000 donors. With your Leadership gift of \$1,000 or more to the 2009 Campaign, you can make a powerful, tangible difference for people in need in Erie County.

Through your generosity, United Way inspires new partnerships, delivers financial resources, and ensures a return on your investment so that consumers benefit and the community thrives. Your contribution will be invested in local programs to ensure that children and youth reach their potential through education; families attain financial stability and independence; and children and adults achieve and maintain good health.

Through a pledge of \$1,000 – just \$19.23 per week – to the 2009 United Way Campaign as a **Leader of Change**, you help improve the lives of thousands of people. Enclosed you will find a United Way pledge card. Please give as generously as you can. Your gift will help our entire community, because when you reach out a hand to one, you influence the condition of all. Thank you for your commitment and your continued support.

Thank you.

Sincerely,