

TEMPLATE EMAILS AND LETTERS

2023 UNITED WAY CAMPAIGN

This document contains email messaging for your United Way of Greater St. Louis Campaign. You will find an optional pre-kickoff email, three kickoff emails, four reminder emails, and a variety of focus area and special case emails from which to choose.

PRE-KICKOFF EMAIL

Subject: Get excited - United Way Campaign Begins Soon!

Hi <First Name>,

This is a special time of year for United Way as next week kicks off your company's annual campaign! We are excited about all the ways we can help the community this year with your support.

As we move into our second century of helping people in the St. Louis region, we hope you will unite with us to make our community a better place for all of us to live and thrive. Because of the generosity and support of so many of our neighbors (like you!), we have been able to impact positive change across the communities we serve.

And there is still work to do. People in our region are still in need, and your support will help fund critical programs and organizations working to strengthen our community.

Next week you will receive the official campaign kickoff email and a link to make your gift to United Way of Greater St. Louis. In the meantime, we invite you to learn more about how we are helping.

Thank you!

KICKOFF EMAIL

Subject: Give Your Support to United Way Today!

Hi <First Name>,

Today begins your company's 2023 United Way Campaign, a community-wide effort to unite people to help build strong and equitable communities where everyone can thrive. We hope you will join the cause and make a gift today!

Your support enables us to provide vital funding and resources to a safety net of over 160 nonprofit partners that position our neighbors for a better tomorrow.

Here are examples of how your dollars have an impact:

- A monthly gift of just \$5 provides formula to one infant for over a month.
- A one-time gift of \$150 provides 10 meals to a homebound senior.
- An annual gift of \$500 provides 10 hours of employment training or job coaching to an unemployed or underemployed neighbor.

Please unite with us today. Make a gift to United Way of Greater St. Louis and shape a lasting impact on so many lives.

Thank you for supporting United Way and helping us build a stronger future for all.

KICKOFF EMAIL 2

Subject: Give Your Support to United Way Today

Hi <First Name>,

At the height of COVID-19, Ms. D, a mother of 7 children, lost income and wages when her workdays were cut. Additionally, when her children's father passed away, and she subsequently lost child support payments, Ms. D. began to fall behind in paying her bills.

She reached out to a United Way safety net agency who helped negotiate rent payment plans with her property owner, provided financial assistance to pay her utility bills, and gave her tools and training to pursue a career in healthcare, an area she had always been enthusiastic about. Today, Ms. D is enrolled in a medical program that will equip her with the necessary skills to succeed in her career and secure a better future for herself and her children.

United Way partners with over 160 nonprofits that support neighbors like Ms. D, helping them recover from the loss of a loved one, loss of income, or other unexpected crises. We hope you will join your colleagues and neighbors today by contributing a gift to United Way of Greater St. Louis.

Thank you for uniting with us as we build a brighter future for our neighbors.

KICKOFF EMAIL FROM EXECUTIVE

Subject: Why we support United Way

Hi <First Name>,

Today marks the start of our company's 2023 United Way campaign, a community effort we are proud to support each year.

For over a century, United Way has been a staple in the St. Louis community, providing critical funding and resources to strengthen the safety net that lifts so many of our neighbors when they need it most.

United Way invests in programs and services across a 16-county region in Missouri and Illinois that help people maintain housing, food, gainful employment, and an opportunity to secure a better future for themselves and their families. Each year, United Way and their partners impact the lives of 1 million neighbors, helping to keep our communities strong and give people hope. This is why our company, and I personally, continue to invest in United Way of Greater St. Louis.

As we kick off our campaign, I am asking you to join me in making a gift to the St. Louis region through United Way of Greater St. Louis today. Let's start this year's campaign strong!

Thank you for your generosity and support of our community.

[Executive Name]

REMINDER EMAIL

Subject: Help Someone in Need – Give Today

Hi <First Name>,

Your support of United Way of Greater St. Louis is vital in helping us equip over 160 local nonprofits with vital funding and training resources to keep our region's safety net healthy.

United Way works on the region's most pressing issues, giving our neighbors access to the resources they need to succeed and thrive.

- When you pledge a gift to United Way, you are investing in organizations that are helping neighbors like: Ms. B, who needed help with housekeeping, laundry, and personal care services to continue living independently in her home.
- Nasir, who suffered traumatic events as a toddler, was in foster care, and received counseling, support, and additional care to continue growing and thriving.
- Anisa, a young woman who received coaching and support to overcome academic pressure and social anxiety throughout high school and college.

By making a gift to United Way today, you are helping someone in need and giving them hope for a better future. Join your colleagues in strengthening our entire region by making a gift today.

Thank you for supporting United Way.

REMINDER EMAIL 2

Subject: Make a Meaningful Impact Through United Way

Hi <First Name>,

Lending a helping hand to a neighbor in need is crucial to the wellbeing of the St. Louis region. When one of us is helped, we all are supported.

When you unite with us, you are helping children, seniors, families, and individuals who need an extra hand. Working together, we can provide basic needs for families, give young people the opportunity to pursue success and individual training to secure sustainable employment and help our community access resources to recover from any crisis.

Help us work towards a brighter future for our region by joining your colleagues and making a gift to United Way.

EMAIL TO EXTEND CAMPAIGN

Subject: Another Chance to Support United Way

Dear <First Name>,

Today we are extending your organization's United Way of Greater St. Louis campaign. We believe that the community coming together to support our neighbors in need can have a tremendous impact on people like Louie.

Louie, who has cerebral palsy, was under the care of his sister when she unexpectedly became ill and was no longer able to care for him properly. Fortunately, a United Way-supported respite care program provided Louie with the aid and support he needed, helping him transition to a new, welcoming home. His sister also was given peace of mind in knowing that he was surrounded by friendly people that would give him structure and security so she could recover and take care of herself.

United Way's support of a safety net of local nonprofits ensures the health and wellbeing of our neighbors. **By making a gift to United Way, you can be a part of our efforts to uplift neighbors like Louie and the entire community.**

Please join us in building a brighter future for our region by making a gift to United Way today. Your generosity has a significant impact on the lives of so many, and every gift makes a difference.

Thank you for being part of our impact.

LAST DAY REMINDER

Subject: Last Day to Unite With Us

Hi <First Name>,

Today is the **last day of your company's 2023 United Way campaign**, and we hope you will take a moment to pledge your support now. Your gift will support us as we provide funding and resources to hundreds of organizations, programs and services that uplift our neighbors who need it.

With your support, we will continue to:

- Help 1 in 3 people in the St. Louis region.
- Invest \$1 million into our community each week.

- Partner with over 160 of our local nonprofit partners to keep our region's safety net healthy.

Join us today in your last chance to make an impact in our community by making a gift to United Way.

Thank you for being a part of our continuous efforts to help the community.

REASONS WE PARTNER

Subject: Your Gift Strengthens Our Community

Hi <First Name>,

A gift to United Way is a gift to hundreds of nonprofits and programs that impact the lives of so many people.

Your gift helps over 1 million in our community annually, ensuring that young people have access to education and development programs, helping them reach their full potential, that individuals have job readiness skills, that communities have adequate resources for disaster recovery efforts, and more. Your gift creates a stronger, healthier, and more equitable St. Louis region.

Your commitment to building a brighter future for our region will empower us to continue to meet the needs of millions more local individuals and families as we enter our second century of impact. Please consider making a gift to United Way of Greater St. Louis.

Thank you for being a force for good in our community.

PEOPLE HELPED

Subject: Who You're Helping Through United Way

Hi <First Name>,

Your gift to United Way has a tremendous impact on so many of our neighbors, supporting more than 1 million people across the St. Louis region annually.

Here are some of the people you are helping through United Way:

- Davion experienced such severe physical abuse that he had to leave home as a teenager and found himself without a place to live, moving from different friends' couches for several years. One day, he found out about a United Way-supported agency that offered youth a path to recovery. With the help of a United Way-funded program, Davion was provided with housing and assistance to help him graduate from high school and transition into adult life.
- In 2015, Stephanie was diagnosed with Non-Hodgkin's Lymphoma of the bones and connective tissue. This diagnosis, followed by several rounds of chemotherapy, weakened her bones, and made it difficult for her to walk up and down stairs. Fortunately, a United Way-supported agency donated a stair chair lift to her, making it significantly easier for her to move throughout her home.

United Way supports a safety net of nonprofits that help meet various immediate and long-term needs. This means when you make one gift to help your neighbors, you are supporting hundreds of causes that help build a stronger region for all.

Please join us by making a gift to United Way of Greater St. Louis.

Thank you for uniting with us.

STRONG COMMUNITIES

Subject: Your United Way Gift Changes Lives

Hi <First Name>,

United Way's commitment to building a brighter future for the St. Louis region has tremendously impacted our neighbors' lives. Our efforts, fueled by our generous supporters like you, help more than 1 million people across the region each year.

Our region has faced many challenges over the years, but through it all, United Way has been a staple in our community, building a strong region for everyone. By investing in hundreds of local nonprofits and programs, United Way is helping to feed, shelter, nurture, clothe and keep our communities safe and secure.

Your gift to United Way ensures our region's safety net remains strong today and for generations to come.

Please join us by making a gift to United Way of Greater St. Louis.

Thank you for helping our St. Louis community.

FINANCIAL STABILITY

Subject: Support Financial Stability in our Community

Hi <First Name>,

Inflation and other financial strains have made it difficult for some individuals and families to make ends meet recently. Many of our neighbors' struggle to afford resources like gas, food, medicine, and household goods.

United Way invests in programs and initiatives focused on financial education, workforce development and budget counseling, efforts that align with the mission and values of your organization. Through our efforts we work with local people to become more financially secure by increasing income, reducing debt and building their savings for a brighter future.

Please unite with us by making a gift to United Way of Greater St. Louis.

Thank you for investing in our community.

YOUTH SUCCESS

Subject: Help Local Children Grow and Thrive

Hi <First Name>,

Providing our children with the resources they need to grow and thrive is key to securing a brighter future for us all. United Way supports the education of every child, an effort that aligns with the mission and values of your organization. Nutritious food, safe spaces in and out of school, mentorship programs, and early childhood education put our children on the right path to success early on in their lives.

Did you know that a gift of \$50 can provide an hour of tutoring for a child? By investing in services like head start centers, youth development programs and post-secondary access,

United Way helps local children and youth prepare for school and beyond. You can be a part of our movement to help local kids grow and prosper.

Please help us build a brighter future for our region's youth by making a gift to United Way of Greater St. Louis.

Thank you.

HEALTH AND WELLBEING

Subject: Help United Way Maintain a Healthy Community

Hi <First Name>,

Being healthy is key to living a fulfilling life. United Way fights to improve the health of every individual, an effort that aligns with the mission and values of your organization.

Through services like senior care, disability assistance, mental health support, rehabilitation and more, United Way is enabling more local people to lead healthy, whole lives.

Please join us in investing in the wellbeing of our neighbors by making a gift to United Way of Greater St. Louis.

Thank you for helping us build a healthy community.

ESSENTIAL NEEDS

Subject: Your Gift Helps to Meet Someone's Needs

Hi <First Name>,

Many individuals and families throughout the St. Louis region struggle to access basic needs. People struggling to make ends meet often face tough decisions in how they will use the scarce resources they have available.

United Way supports an entire network of nonprofits that give our neighbors access to essential needs like housing, food, household goods and transportation. When individuals and

families have support and resources for their needs they are better positioned to become independent later.

A gift from you can change the trajectory of someone's life – just \$25 can provide 100 meals to local families. Give someone hope today by making a gift to United Way of Greater St. Louis.

Thank you for being a part of our impact.

RACIAL EQUITY

Subject: Help Us Create a More Equitable St. Louis Region

Hi <First Name>,

United Way of Greater St. Louis strives to make our community a place where everyone can pursue success regardless of where they come from. A community where everyone feels welcomed and included will help us all thrive.

The disparities in education, health and economic mobility are complex, and addressing these issues takes a collaborative effort. Fortunately, United Way partners with an entire network of nonprofit partners that are creating more equitable conditions and a chance for better opportunities for all our neighbors.

Unite with us to make the St. Louis region a place where everyone has a chance to build a better future for themselves and their families. Please make your gift to United Way of Greater St. Louis today.

Thank you.

SPECIFIC CIRCUMSTANCES

Subject: Support Our Community Through United Way

Dear <First Name>,

I hope you will join our colleagues and me in supporting United Way of Greater St. Louis as they continue their mission to help people live their best possible lives.

We are proud to be a part of United Way's efforts to build a stronger, healthier, and more equitable St. Louis region.

United Way equips over 160 local nonprofits with vital funding and training resources to keep our region's safety net healthy by providing food, shelter, education and more to help our neighbors. These resources give the people they serve hope for a better future and the opportunity to reach their full potential.

Ongoing support from companies like ours has fueled United Way's capacity to provide programs and services to the community, making the St. Louis region a better place to live and work.

On behalf of our leadership team, thank you. Your support of United Way of Greater St. Louis makes a tremendous impact.

Sincerely,

<Executive Name>

LEADERSHIP LEVEL DONORS

Subject: Make a Transformational Impact Through a Leadership Gift

Dear <First Name>,

Leadership Givers are the backbone of what we do at United Way of Greater St. Louis. Their passion for uplifting the St. Louis region brings hope to our neighbors in need and inspires others to make a difference. A Leadership gift of \$1,000 or more helps make our region a better place for all neighbors to live and thrive.

And, with your gift, you will also have access to opportunities through professional development events, volunteering and networking with other local professionals and community leaders who share your passion for helping people.

Please consider uniting with us today through the Leadership Giving Societies to join more than 7,000 diverse and community-focused leaders committed to investing in United Way of Greater St. Louis and our mission to help local people live their best possible lives.

Thank you for your commitment to building a better future for our neighbors.

LEADERSHIP LEVEL DONORS 2

Subject: Renew Your United Way Leadership Gift

Hi <First Name>,

Being a United Way Leadership Giver means you are willing to support and help our neighbors access the resources they need to secure a better future. This willingness to take an extra step helps people throughout the St. Louis region, people like Warnetta and James.

Warnetta and her husband, James, a US Army veteran, have lived in their home for 14 years. They love their warm and welcoming home, but with age, disabilities, and limited income, they were unable to make necessary repairs. They contacted United Way 2-1-1 looking for help and, after sharing their story with a specialist, were connected to a United Way-supported agency that installed a new electrical box, ceiling fan, doors, stair rails, grab bars, and more in their home.

Thanks to United Way's Leadership Givers, James and Warnetta's home is much safer and more comfortable for them to live in.

Today, we ask you to unite with us through a gift of \$1,000 or more as a Leadership Giver. Through this gift, you will join a group of more than 7,000 local leaders and benefit from exclusive Leadership opportunities including, professional development events, volunteering and networking with other professionals who share a passion for helping people. Please consider making a Leadership gift to United Way of Greater St. Louis today.

Thank you for your leadership.

LAST YEAR'S DONORS

Subject: Last Day to Unite With Us

Hi <First Name>,

Today is the last day of your company's 2023 United Way campaign, and we hope you will take a moment to give your support now. Your gift will support us as we provide funding and resources to hundreds of organizations, programs and services that uplift our neighbors who need it.

With your support, we will continue to:

- Help 1 in 3 people in the St. Louis region.
- Invest \$1 million into our community each week.
- Partner with over 160 of our local nonprofit partners to keep our region's safety net healthy.

Join us today in your last chance to impact change in our community by making a gift to United Way of Greater St. Louis.

Thank you for being a part of our continuous efforts to help the community.

NON-DONORS

Subject: Help Us Meet the Needs of the Community

Hi <First Name>,

United Way of Greater St. Louis mobilizes the community with one goal in mind – helping people live their best possible lives.

We unite people, resources, and funding to help build strong and equitable communities where everyone can thrive.

You can be a part of our efforts to impact positive change through the communities we serve. A gift from you of any size will help our neighbors have access to essential needs, early childhood and youth success, health and wellbeing, jobs and financial mobility, and community and crisis response.

Unite with us to build a brighter future for the St. Louis region by making a gift to United Way of Greater St. Louis.

Thank you for being a part of our impact.