

# EMAIL TEMPLATES

Use this verbiage for your internal campaign communication. Remember to include any important event reminders and campaign updates each time!

## Day 1: Introducing the Partnership

Community issues cannot be addressed in vacuums; problems facing our neighbors are interconnected and compound on one another. We are partnering with United Way of Story County again this year because we recognize United Way is in a position to face these challenges head on with the team of partner agencies, strong coalitions, subject matter experts, business support, and volunteers.

We are proud of this partnership and hope you will consider being involved by giving, advocating, and volunteering.

Because of your past support, United Way was in a position to lead COVID-19 response and recovery work in the area of human services. These efforts can be categorized on a continuum as:

1. Responding to the most urgent human service needs
2. Serving the community as people adjust to changing circumstances
3. Reimagining systems and building more resilient communities

The inequities in health, education, and financial stability of our community have always existed, but have never been more apparent. United Way can build more resilient communities through our community impact work. By 2025, we are committed to achieving the following community impact goals:

- Health: Improve community health by serving 4,500 more people
- Education: Decrease the achievement gap by reaching 30% more underserved learners
- Financial Stability: Strengthen financial stability by increasing the number of people served by 25%

Thank you for your past commitment and continued support. We believe in The Power of Community.

Power of Community Video: <https://youtu.be/Gr7OugRbISk>

Include any details about your pledge process or communications plan.

## Day 2: United Way is there in crisis, recovery, and times of growth

United Way is there in crisis, recovery, and times of growth. Just like United Way, we believe in The Power of Community. When Story County was challenged in unprecedented ways, United Way stepped up to ensure our community's needs were covered. They helped to organize volunteers, put in place a solution for childcare for medical personnel and other essential employees, and helped support learning enriched environments during emergency distance learning. They also launched new funds to help meet increased needs. Here's a look at what those funds helped to provide and a link to their brochure where you can see all of their partners for 2020.

**RELIEF, RESPONSE, AND COMMUNITY RECOVERY**

- \$40,000+ raised for Food Drive and Food Security**
  - Coordination of thousands of pounds of donated pasta from Barilla
  - Continual support to local pantries to keep shelves full
- \$100,000+ raised for COVID-19 Response and Recovery**
  - Homelessness prevention
  - Emergency sheltering
  - Child care operations
  - PPE and safety accommodations for partner agencies
  - Book distribution for young students

Online brochure link: <https://www.uwstory.org/sites/uwstory.org/files/2020-07/2020%20Brochure%20web.pdf>

Include any details about your pledge process, progress towards goal, or communications plan.

## Day 3: United Way's 2025 Plan and Goals

United Way of Story County is unveiling a comprehensive community impact plan with goals for 2025 this year. The level of detail and action they have laid out reminds us that while this is a great community to live and work in, needs exist here and United Way is in the position to bring about the change we all want to see. [Read through their plan here](#) and consider how your involvement could propel this work for the betterment of all.

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## Day 4: Every gift matters.

Our campaign is underway with the first gifts already in. You can give any time – and every gift makes a difference. [Consider these examples](#) on how your choice today will have an impact on meeting needs throughout the community.



**THE POWER OF COMMUNITY.**

United Way leads the fight for the health, education, and financial stability for every person in our community. Your **weekly** contribution will add up to big wins for Story County.

### WHAT MATTERS MORE?

- |                                                                                                                                   |    |                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>A \$5 CUP</b><br>of coffee                  | OR |  <b>70 NUTRITIOUS MEALS</b><br>at Heartland Senior Services                   |
|  <b>A \$10 APP</b><br>for your phone           | OR |  <b>104 READ TO SUCCEED BOOKS</b><br>at Raising Readers in Story County      |
|  <b>A \$20 PAIR</b><br>of movie tickets        | OR |  <b>CUSTOMIZED FINANCIAL ED FOR 5</b><br>Women United program attendees      |
|  <b>A \$50 NIGHT</b><br>out with friends       | OR |  <b>40 HOURS OF LEGAL ASSISTANCE</b><br>at Legal Aid Society of Story County |
|  <b>A \$100 ORDER</b><br>at an online retailer | OR |  <b>TUITION ASSISTANCE FOR 7</b><br>children at ACPC                         |



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## Day 5: Real people, real stories.

Numbers mean a lot – did you know United Way helped provide more than 30,000 meals to seniors who don't have the ability to prepare food for themselves? Or that they helped facilitate 1.92 MILLION of minutes read in out-of-schools programs in just one year? They also helped 514 people remain in school or a job with their help over a 12 month span. Seeing faces and stories of people also means a lot. [Take a look at these stories of people right here in Story County](#) who have been touched by gifts to United Way.



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