

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.

United Way can build more resilient communities through its community impact work. By 2025, United Way is 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.

Include any details about your pledge process or communications plan.

Day 2: United Way focuses on health, education, and financial stability

United Way focuses on health, education, and financial stability as the building blocks for a great quality of life. Imagine a community where all children have the necessary skills to succeed in school, where all families have their basic needs met, and where all individuals have access to crucial healthcare services like dental care. That is what you can create by partnering with United Way.

United Way monitors the landscape of human services on an annual, monthly and even daily basis. They are experts in identifying needs and funding solutions. Local volunteers determine what programs to invest in. United Way of Story County funds over 90 programs on an annual basis, PLUS monthly grants for emergencies/emerging needs, AND special projects in areas of unmet need. Read more about their partner agencies at www.uwstory.org/partner-agencies.

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 in 2020. 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.



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?

A \$5 CUP of coffee	OR	47 FOOD FILLED BACK PACKS with the Backpack Program™
A \$10 ONLINE streaming service	OR	20 HOURS OF READING TUTORING at Raising Readers in Story County
A \$20 PAIR of movie tickets	OR	70 DAYS OF TUITION ASSISTANCE at Storytime Child Care Center
A \$50 NIGHT out with friends	OR	40 HOURS OF LEGAL ASSISTANCE at Legal Aid Society of Story County
A \$100 ORDER at an online retailer	OR	ADULT DAY CARE FOR 45 DAYS at Heartland Senior Services

United Way of Story County

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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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