

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 isolation; the challenges facing our neighbors are interconnected and often compound on one another. That's why we are proudly partnering with United Way of Story County once again this year. United Way is uniquely positioned to tackle these challenges head-on, thanks to its team of partner agencies, strong coalitions, subject matter experts, business support, and dedicated volunteers.

We are honored to be part of this impactful partnership and invite you to join us by giving, advocating, and volunteering. United Way's community impact work aims to build more resilient communities. 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, all families have their basic needs met, and all individuals have access to crucial healthcare services like dental care. This vision can become a reality through your partnership 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 annually, plus provides monthly grants for emergencies and emerging needs, and undertakes 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. The level of detail and action outlined in this plan reminds us that while Story County is a wonderful place to live and work, there are still significant needs. United Way is in a prime position to bring about the changes we all want to see. [Read through their plan here](#) and consider how your involvement can propel this work forward for the betterment of all.

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

Day 4: Every gift matters.

Our campaign is underway, and the first gifts are already coming in. You can give at any time, and every gift makes a difference. Consider these impactful examples:

- \$1 a day can provide a year's supply of healthy after-school snacks for 10 children at Boys & Girls Club.
- \$1 a week covers a Special Olympics registration fee for one athlete through the Arc of Story County.
- \$1 a month funds mileage for delivering meals through Heartland Senior Services.

Your choice today will impact 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 of Story County



Day 5: Real people, real stories.

Numbers mean a lot – did you know United Way helped provide more than 5,776 individuals with mental health awareness programming? Or that they facilitated summer learning opportunities for 655 underserved youth? They also helped 540 people stay in school or maintain a job 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.



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

Day 6: United Way's Five Year Plan and Goals

United Way of Story County has laid out a detailed community impact plan with ambitious goals for 2025. This comprehensive plan underscores the pressing needs in our community and highlights United Way's capacity to bring about meaningful change.

Read through their plan here and consider how your involvement can drive this work forward, benefiting all in our community.

COMMUNITY IMPACT GOAL PROGRESS

HEALTH

Improve community health by serving 4,500 more people by 2025.

(view details on pages 5-8 of report)



EDUCATION

Decrease the achievement gap by reaching 30% more underserved learners.

(view details on pages 9-12 of report)



FINANCIAL STABILITY

Strengthen financial stability by increasing the number of people served by 25%.

(view details on pages 13-16 of report)



Day 7: Thank You for Your Support

United Way of Story County unites local resources to uplift our neighbors. As a community-based, community-run organization, we rely on your support. Your compassion and generosity make a profound difference. Thank you for caring and for being an essential part of our mission.

Include any campaign totals or successes here.

