

## United Way of Utah County Six Email Templates

### Email #1

**Subject Line:** Making a difference in what matters

**Body Copy:**

You are changing lives in our community when you partner with United Way to focus on what matters. You are helping to create stronger families, happier children and a healthier community.

When you support the [Company Name] United Way community campaign, you are partnering with people just like you, committed to making a difference, especially for those who need it most.

United Way is systemic, research-based and results oriented. It identifies Utah County's most pressing needs, as well as underlying factors, and then works to bring together resources and people to achieve measurable results.

[Company Name] is proud of the leadership role our employees have taken in giving back to our community. This year, we've set a companywide target of [\$X] to help make a difference in what matters for all our friends and neighbors. I know that with your support we can meet this ambitious goal.

Please take a few minutes to learn more about United Way of Utah County by visiting [www.unitedwayuc.org](http://www.unitedwayuc.org) or by talking to [Contact]. You'll find that 100% of your gift stays right here in Utah County, bringing lasting results to the people closest to you.

Again, thank you for investing in our community through United Way. Working together, we can make a difference in Utah County.

Sincerely,

[CEO]

**Email #2**

**Subject Line:** Help Us Make a Difference in Utah County!

**Body Copy:**

The [number] annual [Company Name] United Way Community Campaign is here and we need your support.

To date, our company has raised [\$X], but we need your generosity and support to reach our goal of [\$X].

Please take a few minutes to find out more about United Way of Utah County by visiting [www.unitedwayuc.org](http://www.unitedwayuc.org) or by talking to [Contact], and learn how your gift helps make a difference for families and individuals right here in Utah County.

[If applicable:] Don't forget to maximize your dollar with [Company Name]'s gift matching program. [Insert specifics.]

Thanks for making your caring count.

Sincerely,

[Coordinator]

### **Email #3**

**Subject Line:** How Your Gift Helps

**Body Copy:**

Many thanks to those who have participated in the United Way Community Campaign. Together, you have pledged more than **[\$X]** to local charities. Your generosity will help make a difference for all of us in Utah County, especially those who need it most.

But more still needs to be done.

Below is information on how your donation makes a tangible difference to families and individuals in our community: **[shorten list as desired]**

\$1 per week will help 52 non-English speaking at-risk **children elevate their reading skills** to their grade level.

\$2.50 per week will **provide in-home services** to two homebound elderly people for a full year and provides utility help, food, property tax rebate application, etc.

\$5 per week will provide **intervention services for two victims of sexual assault**, including assistance at a hospital or clinic, advocacy and therapeutic intervention.

\$10 per week will cover **family or couple therapy sessions** for a husband or wife trying to put their family back together while recovering from addiction.

\$15 per week will provide **blankets for 156 people** involved in a disaster

\$20 per week covers the costs of **delivery of a baby** for a new mother who is uninsured and unable to qualify for Medicaid.

\$25 per week provides **dental care for a child** that has had no preventive dental care.

\$35 per week will **help an at-risk teen graduate** from high school and prepare for a successful future.

\$75 per week will **provide two hungry children with three hot meals** each day for a year.

\$100 per week will **help an abused mother and her children** find emergency shelter, counseling and permanent housing.

For more information on donating to United Way, contact **[Contact]** at **[email address or phone number]**.

## **Email #4**

**Subject Line:** Community Campaign Update

### **Body Copy:**

Our sincere thanks goes to those who have participated in the United Way Community Campaign. During the first few days of the campaign, [Company Name] employees have pledged more than [\$X] to local Utah County non-profits.

Below is an example of how your participation in this campaign will make a difference in what matters to real people, your friends and neighbors in Utah County.

### **A United Way Success Story**

When Maria and her four children needed a place to stay to escape from domestic violence, she did not have many options open to her. The Center for Women and Children in Crisis provided a safe haven for them.

While staying at the center, Maria took classes on parenting and participated in group therapy sessions. The staff was able to assist Maria in finding programs that helped provide food for her family.

Eventually, Maria made contacts at Centro Hispano and was able to find a job, which now enables to afford her own housing.

For more information on donating to United Way, contact [Contact] at [email address or phone number].

## **Email #5**

**Subject Line:** Community Campaign Update

### **Body Copy:**

Many thanks to our generous [Company Name] employees who have already taken the time to consider how they can make a difference in our community and have pledged a contribution to the United Way Community Campaign. Your selflessness will improve lives right here in Utah County.

So far, our employees have donated [\$X].

We encourage those of you who have not yet donated to learn more about the important work United Way does for Utah County, as well as the positive, tangible difference your donation will make in the lives of others, such as in the recent example below.

### **A United Way Success Story**

When Madeline's mom became concerned about Madeline's development, she called Kids on the Move. They sent a team to her house, tested Madeline and found that she was normal in her cognitive, social and fine motor skills, but delayed in her gross motor skills. They made a goal to help Madeline learn to walk.

Through countless hours of working with her, Madeline's mother, along with the people at Kids on the Move, began to see progress. The work was slow at times, but Madeline did begin to walk when she was two and a half years old.

After she began walking, her parents decided it was time to concentrate on her speech because she still wasn't able to talk. Again with the help of the specialists at Kids on the Move, the family set out to help Madeline.

Though she still struggles with talking, she has learned some signs and other ways to effectively communicate with others.

For more information on donating to United Way, contact [Contact] at [email address or phone number].

**Email #6**

**Subject Line:** Last Days of [Company Name] Community Campaign

**Body Copy:**

Today marks the last week of our [number] annual [Company Name] Community Campaign. Over the last few weeks, our generous employees have raised [\$X], but we need your support in the next few days to reach our companywide goal of [\$X].

We encourage those of you who have not yet donated to learn more about the important work United Way does for Utah County, as well as the positive, tangible difference your donation will make in the lives of others.

For more information on donating to United Way, contact [Contact] at [email address or phone number].

Thank you for your selflessness and for helping make a difference for your friends, neighbors and family in Utah County. Your participation matters.

Sincerely,  
[CEO]