

United Way 2018 Campaign Emails

This document contains email messaging for your United Way of Greater St. Louis Campaign.

You will find one pre-kickoff email, two kickoff emails, four reminder emails, and a variety of focus area and special case emails to choose from.

For most ePledge campaigns, reminder emails are only sent to employees who have not yet pledged in the current year. If you would like the emails to go to all employees, please let us know.

Contents

| | |
|--|----|
| Pre-Kickoff Email..... | 1 |
| Kickoff Emails..... | 2 |
| Reminder Emails..... | 4 |
| Last Day Reminder..... | 7 |
| Focus Area Emails..... | 8 |
| Reasons We Partner Email..... | 8 |
| People Helped Email..... | 9 |
| Strong Communities Email..... | 10 |
| Financial Stability Email..... | 11 |
| Foster Learning Email..... | 12 |
| Improve Health Email..... | 13 |
| Basic Needs Email..... | 14 |
| Specific Circumstances Emails..... | 15 |
| Email to Last Year Donor’s from Orvin Kimbrough..... | 15 |
| Email from Executive..... | 17 |
| Email to Leadership Level Donors..... | 19 |
| Email to Last Year’s Donors..... | 20 |
| Email to Extend Campaign..... | 21 |

Pre-Kickoff Email

Ref# PKOSTL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Are You Ready for the United Way Campaign?



Hi <First Name>,

Our company's United Way Campaign kicks off soon, and we are so excited! Because of our community's generosity, United Way of Greater St. Louis is able to invest more than \$1 million each week into the St. Louis region. That means one in three people in our area are helped because of support from people like you.

The need is still great, so we hope you will join us this year in helping people. Next week, you'll receive the official campaign kickoff email containing a link to an easy and secure way to make your pledge to United Way. In the meantime, you can [learn more](#) about United Way's impact in our community as well as read stories about individuals and families who've been helped by your support of United Way.

Thank you!

Kickoff Emails

Ref# KO1STL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: United Way Makes Change Happen



Hi <First Name>,

Today, we kick off the [2018 United Way Campaign](#) to help local people live their best possible lives. Thanks to your generous support, United Way of Greater St. Louis impacts the lives of one in three local people and is making the St. Louis region a better place for us all.

The need in our community is significant, and your support of United Way allows local people to receive job training, senior care, early childhood education, financial literacy and more. Please join us by making a [secure online gift](#) to United Way of Greater St. Louis that will have a lasting impact on our entire community.

[GIVE NOW](#)

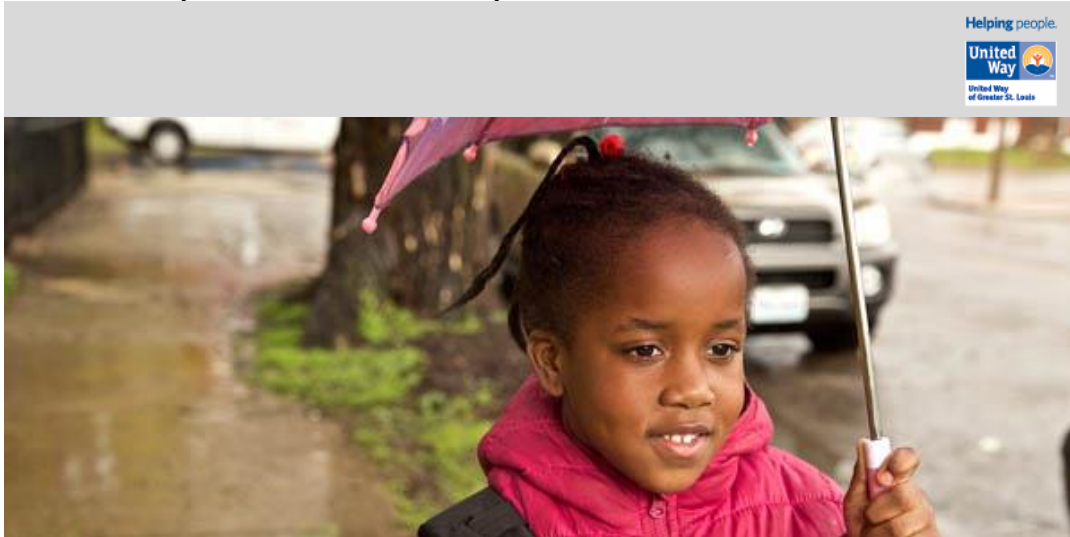
Thank you for supporting United Way.

Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

Ref# KO2STL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: This is Why We Give to United Way



Hi <First Name>,

Heather's world revolves around her three young children. She has always worked hard to provide for them, but sometimes that means working hours when they're not in school. She needed a place that was safe and loving for them to stay after school, and she found that and more at United Way-supported Leu Civic Center. There, her kids not only receive quality care, but also nutritious meals, clothing, and school supplies to give them the tools they need to succeed in school and life. Heather now has peace of mind knowing her children are safe and cared for while she works to support her family.

Today begins the 2018 United Way Campaign, a community effort to create lasting change in the St. Louis region through collaboration, investment, and service. You can join your fellow colleagues in helping people in our region by contributing a [secure, online gift](#) to United Way of Greater St. Louis today.

Thanks to your support, United Way of Greater St. Louis has an impact on families like Heather's throughout a 16-county region in Missouri and Illinois.

[GIVE NOW](#)

Thanks for supporting United Way.

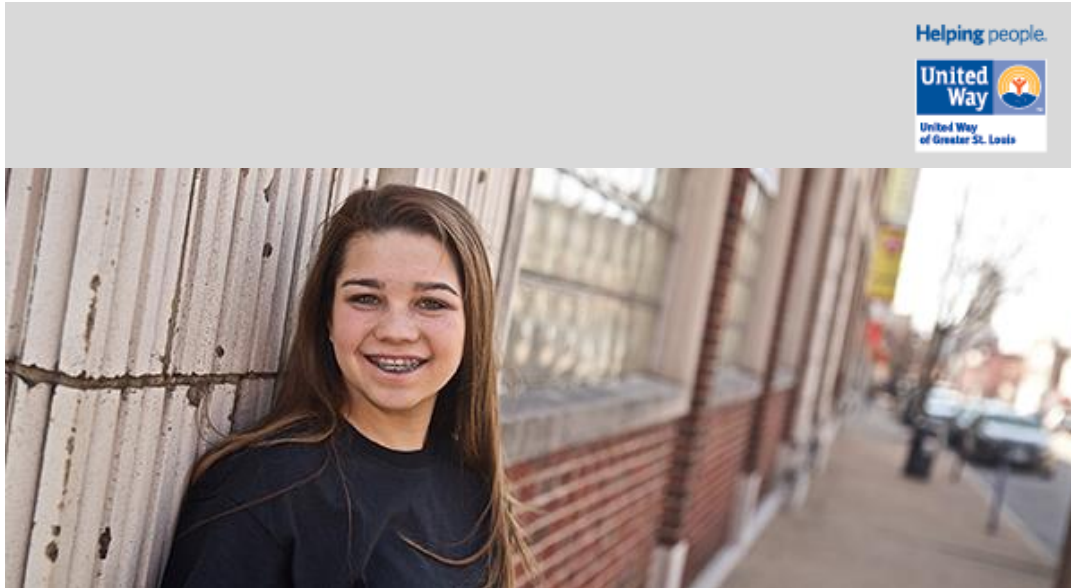
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Reminder Emails

Ref# RE1STL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Help People Through United Way Today



Hi <First Name>,

United Way of Greater St. Louis supports a network of nonprofit agencies and programs that provide in-depth, critical health and human services throughout our region. The agencies help people like Anna, an avid volleyball player who was diagnosed with Lupus at age 12. With help from United Way and a member agency, Anna has learned to manage her chronic condition and continue thriving as a high school student.

When you [give to United Way](#) you have an impact on the lives of people who live and work right here. Join others in making a stronger and healthier St. Louis region by making a secure, online pledge today.

[GIVE NOW](#)

Thank you.

Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

Ref# RE2STL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: We Need Your Help Now



Hi <First Name>,

When you [pledge to United Way of Greater St. Louis](#), you are supporting children, seniors, families, and individuals who live and work in our community.

The mission of United Way is to help others live their best possible lives, and we believe that together we can make a difference. Whether it's the need of a family today or the need of an entire community for the next generation, United Way fights for a better future for the St. Louis region.

Please join your colleagues and [pledge your support](#) today.

GIVE NOW

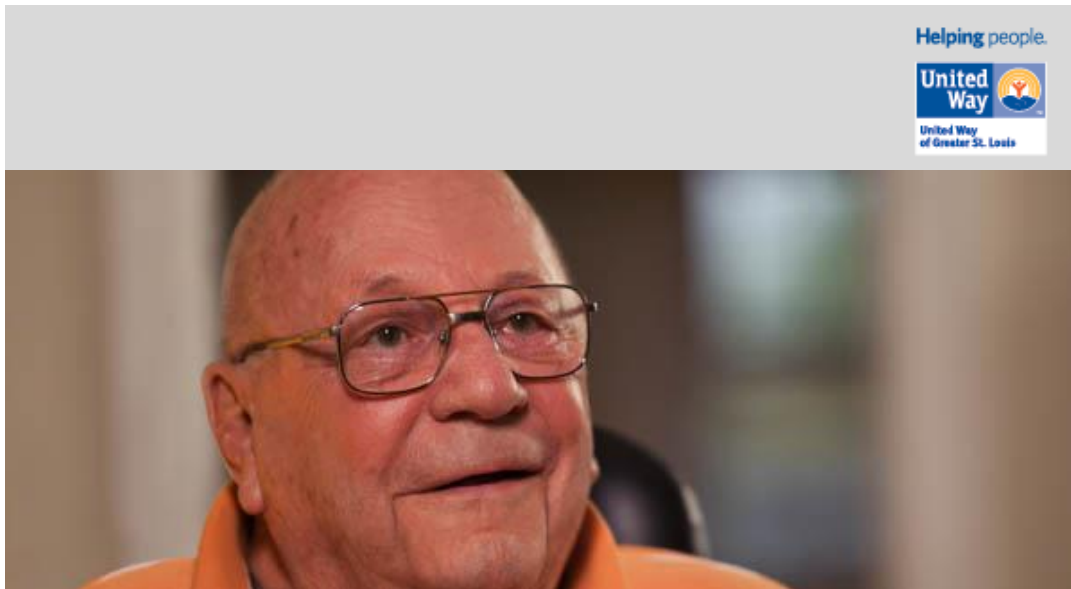
Thank you.

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Ref# RE3STL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Your Community Needs YOU



Dear <First Name>,

This is a reminder to pledge today to the United Way of Greater St. Louis Campaign. We are committed to making a difference in the community, and we can't do it without you. Please join us by making a [secure, online gift to United Way](#) that helps our neighbors, friends and family live their best possible lives.

GIVE NOW

Thank you.

Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

Last Day Reminder

Ref# LDRSTL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Last Day to Give to United Way



Dear <First Name>,

Today is the last day of the [2018 United Way Campaign](#), and we hope you will take a moment to pledge your support. Your gift, no matter the size, helps local people live their best possible lives and makes the St. Louis region a better place, today and for the next generation.

Join us by making a [secure, online gift](#). Today is your last chance to help us reach our campaign goal and make an impact in our community.

[GIVE NOW](#)

Thank you.

Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

Focus Area Emails

Reasons We Partner Email

Ref# RWPSTL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Why Give to United Way?



Dear <First Name>,

There are many reasons to support United Way, but first and foremost is the vital work happening throughout our region. Instead of focusing on a single cause or issue, United Way supports hundreds of nonprofits and programs to help our community as a whole. Because of this, the impact of United Way is tremendous, reaching one in three local people. Without a doubt, someone you know has received services through a United Way member agency.

Your annual gift not only helps the immediate needs of families today, but also contributes to the development and implementation of long-term solutions addressing some of the most complex and pressing issues our community faces. You are helping us create a better St. Louis region for the next generation.

Please join us in helping our neighbors by making a gift to United Way of Greater St. Louis through [this secure online pledge system](#).

GIVE NOW

Thank you.

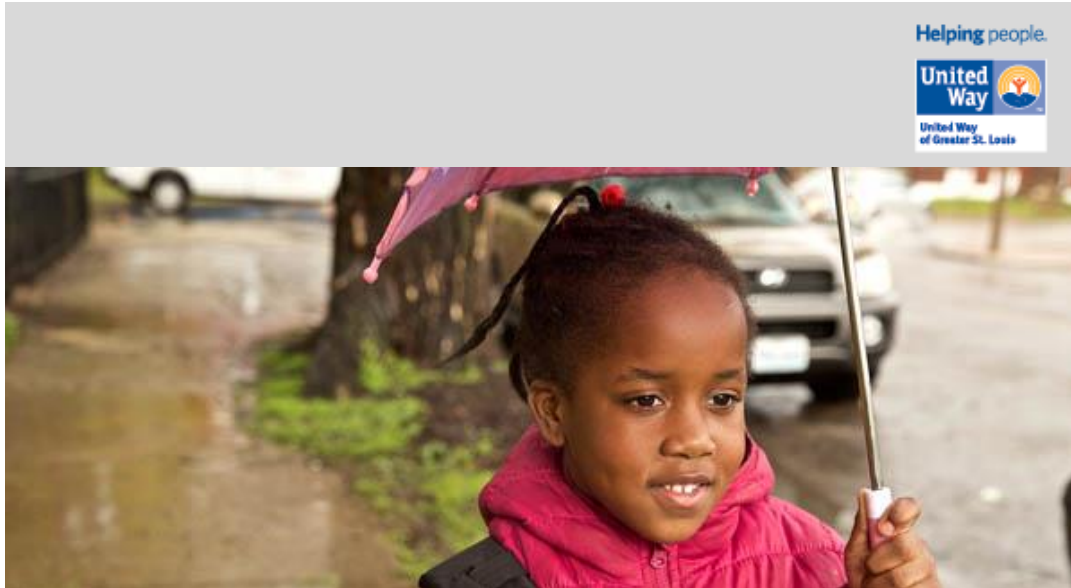
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People Helped Email

Ref# PHESTL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: People Helped by United Way



Dear <First Name>,

When you [pledge to United Way of Greater St. Louis](#), you are helping our neighbors live their best possible lives. Whether it's finding shelter for a family whose house was destroyed by fire or providing a young person with the tools to save for college and find a job, United Way supports a network of quality agencies and programs.

Because of the community's support, United Way agencies help one in three local people. Please join us in helping our neighbors by making a gift to United Way of Greater St. Louis through [this secure online pledge system](#).

[GIVE NOW](#)

Thank you.

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Strong Communities Email

Ref# **SCESTL**

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: United Way Builds Strong Communities



Dear <First Name>,

When you [pledge to United Way](#), you can be confident that your gift stays here and helps the people of St. Louis and its surrounding areas.

United Way of Greater St. Louis supports many local nonprofits and community agencies that provide in-depth and critical health and human services to people throughout our region. United Way and its member agencies serve 16 counties in Missouri and Illinois, covering a population of nearly 3 million people. Without your support, United Way would not be able to have such a wide reach. Your gift is vital to helping us build a robust and safe region.

Please join us in helping our neighbors by making a gift to United Way of Greater St. Louis through [this secure online pledge system](#).

[GIVE NOW](#)

Thank you.

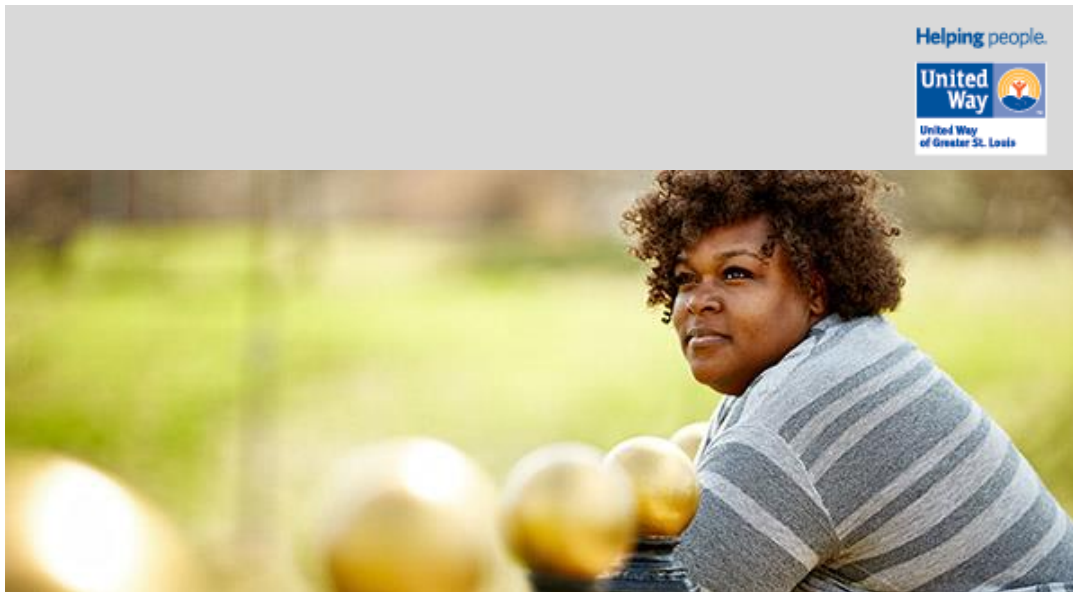
Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

Financial Stability Email

Ref# FSESTL

From: United Way of Greater St. Louis “epledge@stl.unitedway.org”

Subject: United Way Needs Your Support Today



Dear <First Name>,

United Way of Greater St. Louis is focused on finding solutions for our community's complex and most pressing issues. We fight every day to create lasting change for the people of our region.

United Way fights for the self-sufficiency of every person, an effort that aligns with the mission and values of your organization. Through services like financial education, workforce development, and budget counseling, local families are becoming more financially secure by increasing income, building savings, and reducing debt.

Please join us in helping our neighbors by making a gift to United Way of Greater St. Louis through [this secure online pledge system](#).

GIVE NOW

Thank you.

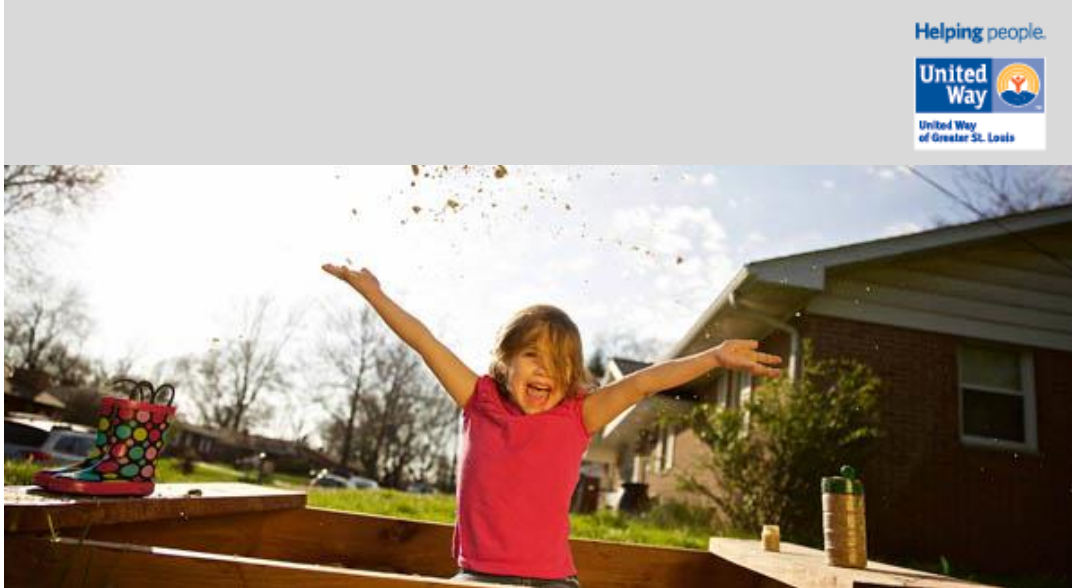
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Foster Learning Email

Ref# FLESTL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Give Today for Their Tomorrow



Dear <First Name>,

United Way of Greater St. Louis is focused on finding solutions for our community's complex and most pressing issues. We fight every day to create lasting change for the people of our region.

United Way fights for the education of every child, an effort that aligns with the mission and values of your organization. Through services like early childhood education, youth development, and post-secondary education access, United Way ensures that local children and youth are prepared for school and receive a quality education.

Please join us in helping our neighbors by making a gift to United Way of Greater St. Louis through [this secure online pledge system](#).

GIVE NOW

Thank you.

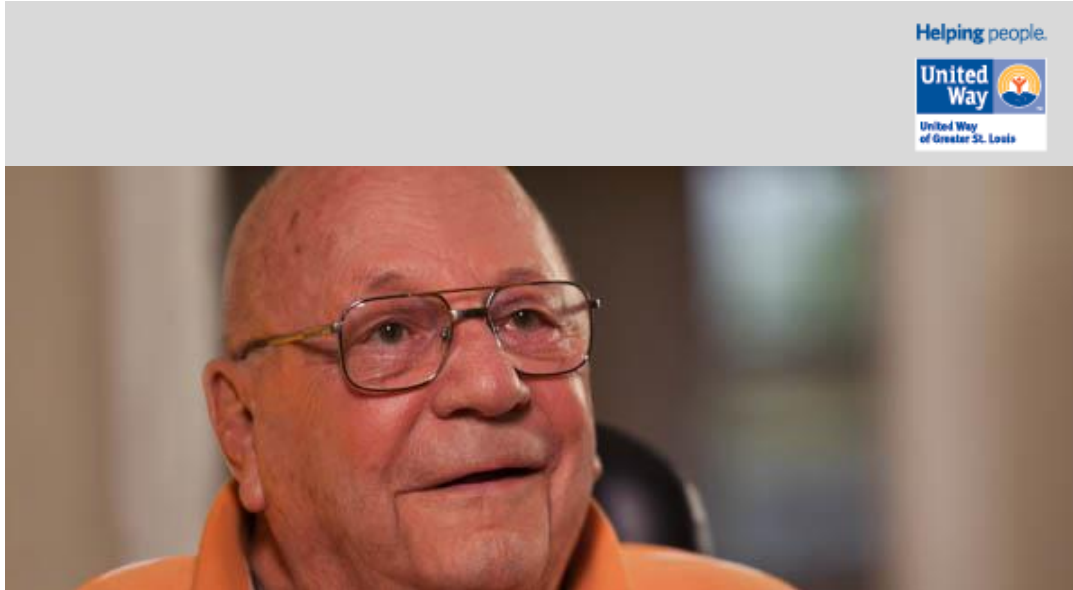
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Improve Health Email

Ref# IHESTL

From: United Way of Greater St. Louis “epledge@stl.unitedway.org”

Subject: United Way Creates Healthy Neighborhoods



Dear <First Name>,

United Way of Greater St. Louis is focused on finding solutions for our community's complex and most pressing issues. We fight every day to create lasting change for the people of our region.

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, behavioral health counseling, prevention and rehabilitation, United Way is enabling more local people to lead healthy, whole lives.

Please join us in helping our neighbors by making a gift to United Way of Greater St. Louis through [this secure online pledge system](#).

GIVE NOW

Thank you.

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Basic Needs Email

Ref# **BNESTL**

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Our Community Needs Your Help



Dear <First Name>,

United Way of Greater St. Louis is focused on finding solutions for our community's complex and most pressing issues. We fight every day to create lasting change for the people of our region.

United Way fights for the basic needs of every family, an effort that aligns with the mission and values of your organization. When individuals and families have support and resources for their basic needs – such as food, shelter and emergency aid – they are better positioned to become independent for their future.

Please join us in helping our neighbors by making a gift to United Way of Greater St. Louis through [this secure online pledge system](#).

GIVE NOW

Thank you.

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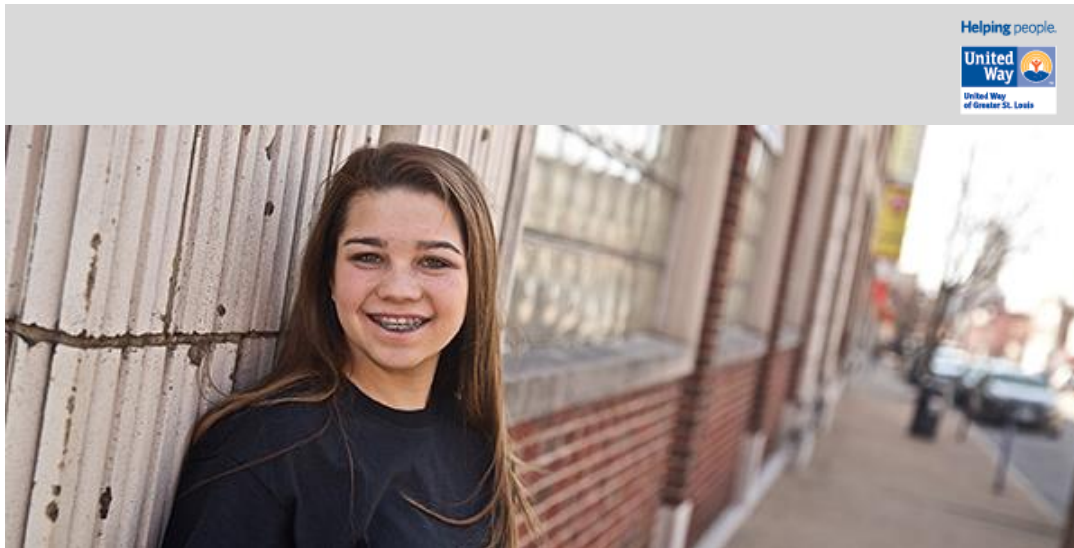
Specific Circumstances Emails

Email to Last Year Donor's from Orvin Kimbrough

Ref# **OKOSTL**

From: Orvin Kimbrough "epledge@stl.unitedway.org"

Subject: Renew Your United Way Gift



Dear <First Name>,

Last year, your generous support of the St. Louis region through [United Way](#) helped more than 1 million people right here in our community. People like Anna, an avid volleyball player who was diagnosed with Lupus at age 12. With support from United Way and a member agency, Anna has learned to manage her chronic condition and continue thriving as a high school student.

United Way of Greater St. Louis is helping our neighbors through education, health, financial stability, basic needs and by creating stronger communities.

I hope you will renew your gift again this year, no matter the amount, to make a difference in the lives of many. By investing in our region through United Way, you help us build a stronger, healthier and safer St. Louis region for everyone. I hope you will make a secure, online gift today to [United Way of Greater St. Louis through the ePledge site.](#)

Year after year, I am amazed by the generosity from the region for United Way of Greater St. Louis. Thank you again for your continued support.

[GIVE NOW](#)

Orvin Kimbrough
President & CEO
United Way of Greater St. Louis

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Email from Executive

Ref# EFESTL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Join Me in Supporting United Way



Dear <First Name>,

I'm writing today to ask you to please join me and our colleagues in supporting [United Way of Greater St. Louis](#).

As members of the St. Louis community, we must serve as stewards for our neighbors in need. Local companies, like ours, are the heart and soul that furthers United Way's mission to help people in our community live their best possible lives. It is because of your generosity that local people receive help with senior care, job training, early childhood education, emergency aid, financial literacy, and so much more.

Our organization is comprised of generous, compassionate, and engaged colleagues. I hope you will join us to help continue the vital work of United Way to make our region a better place to live and work for all.

On behalf of our leadership team, thank you. Your support for [United Way of Greater St. Louis](#) is greatly appreciated.

[GIVE NOW](#)

Sincerely,

Name

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Email to Leadership Level Donors

Ref# LLDSTL

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Your Leadership Counts



Dear <First Name>,

Leadership Givers have a deep commitment to helping people. The energy, excitement, and enthusiasm of this special group inspires others and infuses hope into those who need it. Today, we're asking for [your support](#) through United Way's Leadership Giving Societies. Your generous gift of \$1,000 or more to United Way does so much for the St. Louis community and is an investment in the lives of our neighbors.

Additionally, Leadership Givers benefit from networking opportunities with other community and business leaders, professional development events and opportunities to engage further in the philanthropic community.

Please consider pledging through the Leadership Giving Societies to join more than 9,000 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. To make your pledge, please click the button below.

GIVE NOW

Thank you.

Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

Email to Last Year's Donors

Ref# **LYDSTL**

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Renew Your United Way Gift



Dear <First Name>,

Last year, you contributed to [United Way of Greater St. Louis](#) by pledging to the community campaign, and we hope you consider giving again this year.

With your generous gift, United Way and its member agencies strengthen communities, sustain families, invest in the lives of our neighbors, and build a safer region for us all. Please join us again this year by pledging today to [United Way of Greater St. Louis](#). Your gift is vital in furthering our mission to help people live their best possible lives.

[GIVE NOW](#)

Thank you.

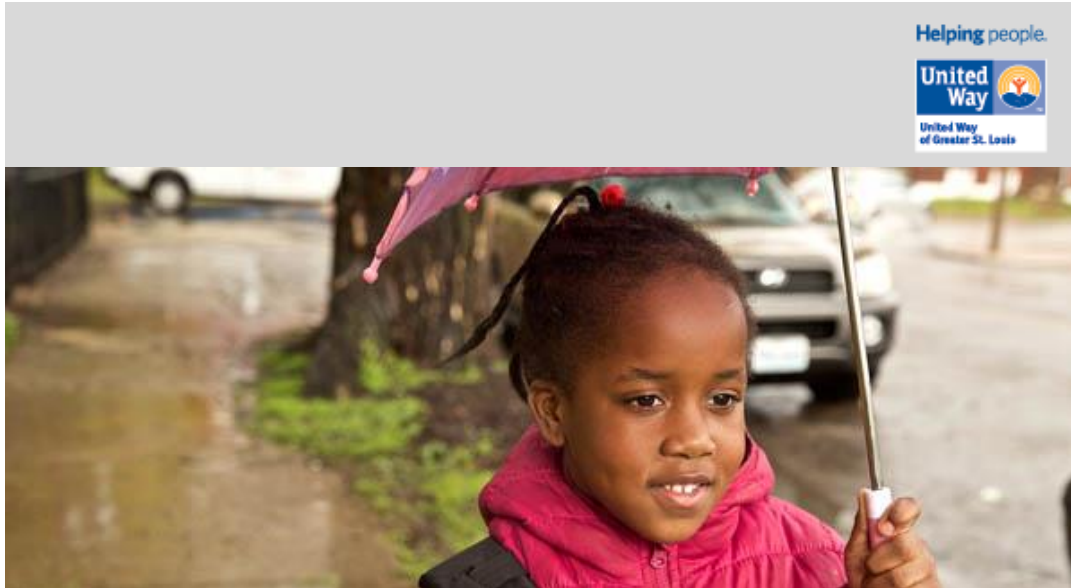
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Email to Extend Campaign

Ref# **EXCSTL**

From: United Way of Greater St. Louis "epledge@stl.unitedway.org"

Subject: Sprint for the Finish



Dear <First Name>,

Today we are extending our [United Way of Greater St. Louis Campaign](#). Although we've received great support from many of your colleagues, we have yet to reach our goal.

We hope those of you who have not pledged yet will join us today to help meet our commitment to creating a safe and thriving community. Your generosity has a significant impact in the lives of more than one million people in our region. Please [pledge today](#) and help our neighbors, family, and friends before the campaign ends. To make your pledge, please click the button below.

GIVE NOW

Thank you.

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