

# United Way 2019 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.

**All emails are mobile friendly.**

## 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 from Executive ( <i>Some styling removed to fit on one page</i> ).....	15
Email to Leadership Level Donors.....	16
Email to Last Year’s Donors.....	17
Email to Extend Campaign.....	18

## Pre-Kickoff Email

**Ref# PKOSTL**

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

**Subject:** Get Ready for the United Way Campaign



Hi <First Name>,

Our company's United Way Campaign kicks off soon, and we are so excited! With more than a century of helping people, United Way of Greater St. Louis has deep roots woven into the fabric of our community. By bringing our community's problem solvers together, United Way works on the region's most pressing issues, whether those issues impact the entire community, one neighborhood, a street or a family.

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

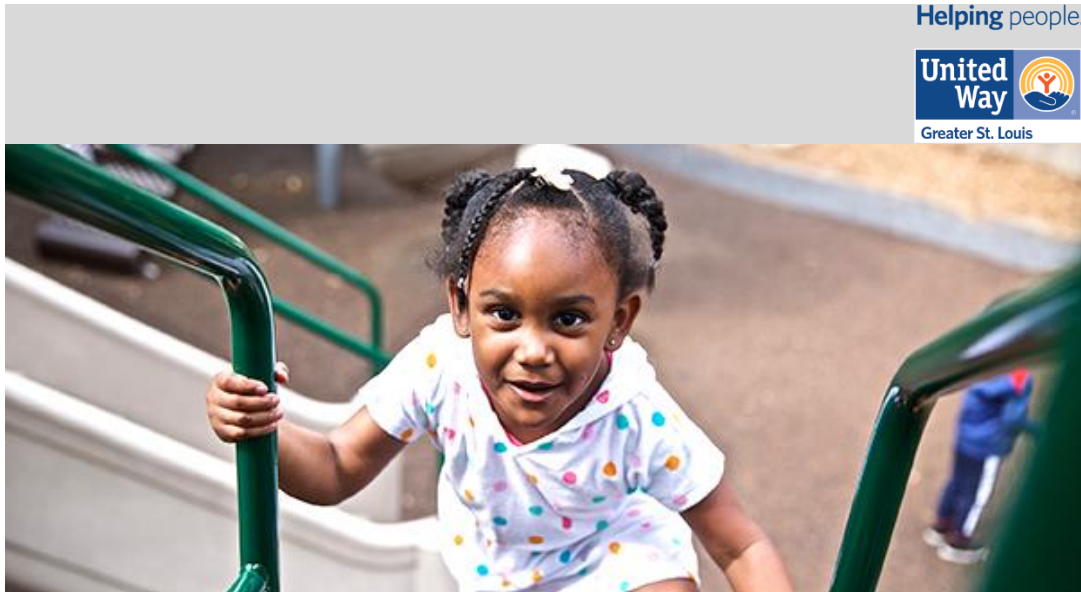
Thank you!

## Kickoff Emails

**Ref# KO1STL**

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

**Subject:** United Way Makes Change Happen



Hi <First Name>,

Caring for our neighbors is key to a thriving community because when one of us is helped, we are all lifted. Today, we kick off the [2019 United Way Campaign](#) to help people throughout our community live their best possible lives. Thanks to your generous support, United Way of Greater St. Louis strengthens our entire region, positioning all of us for a better tomorrow.

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

[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:** Make your United Way Pledge Today

Helping people.



Hi <First Name>,

Today, we kick off the 2019 United Way Campaign to help people in our community live their best possible lives. From Alton to Arnold, Fairview Heights to Florissant, and Wentzville to Waterloo, we support children, families and seniors across the region.

United Way is committed to helping people like Keegan, who was diagnosed as profoundly deaf at just a couple weeks old. With hard work, cochlear implants and amazing instruction from a United Way supported agency, Keegan can now hear, speak, learn and grow like any other child. Thanks to United Way, his bright outlook is loud and clear.

Join your colleagues and neighbors in helping local people like Keegan by contributing a [secure, online gift](#) to United Way of Greater St. Louis today.

GIVE NOW

Thanks for supporting United Way.

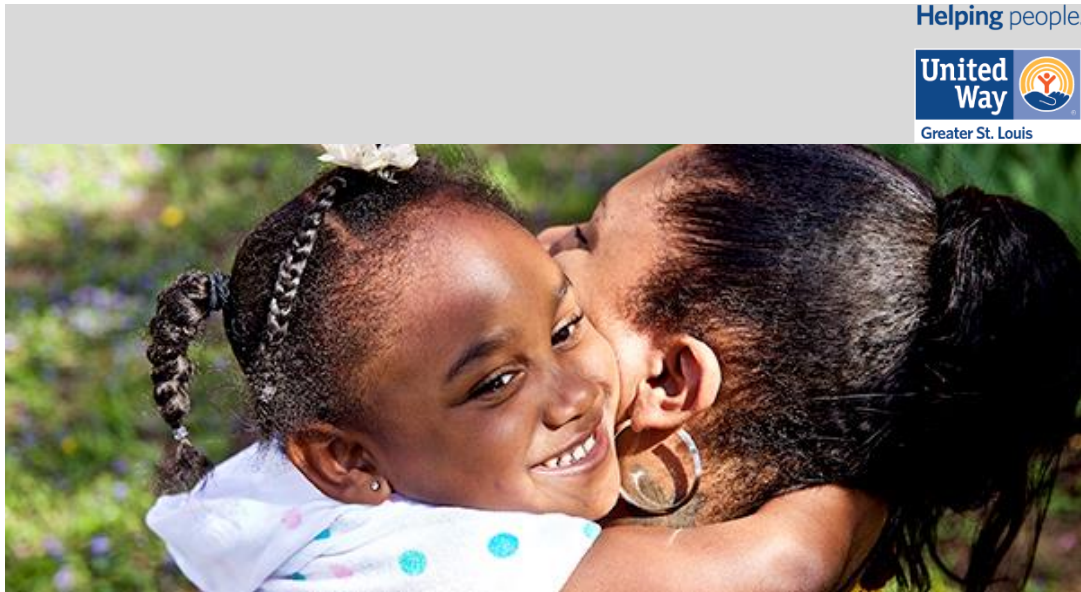
*Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.*

## Reminder Emails

**Ref# RE1STL**

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

**Subject:** Help Strengthen Families Through United Way Today



Hi <First Name>,

From Alton to Arnold, Fairview Heights to Florissant, Wentzville to Waterloo, United Way of Greater St. Louis supports people across the St. Louis region. People like Maya, who was in for the fight of her life when she was diagnosed with a brain tumor. On top of that, she was working full time, going to college and raising her daughter, Mila.

United Way stepped in to make sure Mila had the love, learning and structure she needed to thrive, so her mom could keep fighting.

When you [give to United Way](#) you have an incredible impact on the lives of families like Maya and Mila's. Join others in building a stronger and healthier St. Louis region by making a secure, online pledge today.

[GIVE NOW](#)

Thank you.

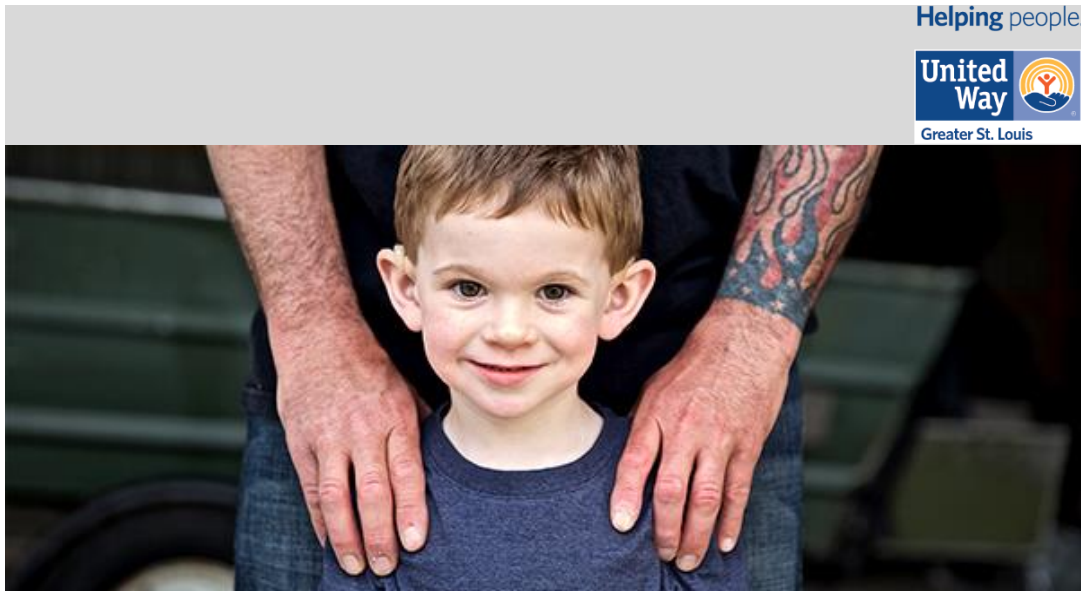
*Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.*



**Ref# RE2STL**

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

**Subject:** Build a Better Future Today



Hi <First Name>,

When you [pledge to United Way of Greater St. Louis](#), you are part of what makes our region great.

The mission of United Way is to help others live their best possible lives, and 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 works to build a better future for the St. Louis region.

Please join your colleagues and [pledge your support](#) 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# RE3STL**

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

**Subject:** Pledge your United Way support today



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 communities where you live and work, 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 [2019 United Way Campaign](#), and we hope you will pledge your support and join us in this important work. 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?

Helping people.



Dear <First Name>,

There are many reasons to support United Way of Greater St. Louis, but first and foremost is the vital work happening throughout our region. Your gift ensures seniors in need receive hot meals, that young people have the tools they need to succeed in school and that individuals receive job training to build a bright future. Because of the wide range of support we provide, United Way's impact is tremendous and helps the community as a whole.

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.

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

## People Helped Email

Ref# PHESTL

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

Subject: Our Community's Needs Are Great

Helping people.



Dear <First Name>,

Every day, people in our community wake up with needs – some great, some small. Every day, United Way's mission is to help them survive, overcome and excel. 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 is building a stronger and healthier St. Louis region.

We invite you to be a part of this important work 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.*

## Strong Communities Email

Ref# **SCESTL**

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

**Subject:** Help Build a Stronger, Healthier Community



Dear <First Name>,

When you [pledge to United Way of Greater St. Louis](#), 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 help children, families and seniors in a 16 county region in Missouri and Illinois. Without your support, United Way would not have such a wide reach. Your gift is vital to helping us meet the needs of our community to 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.

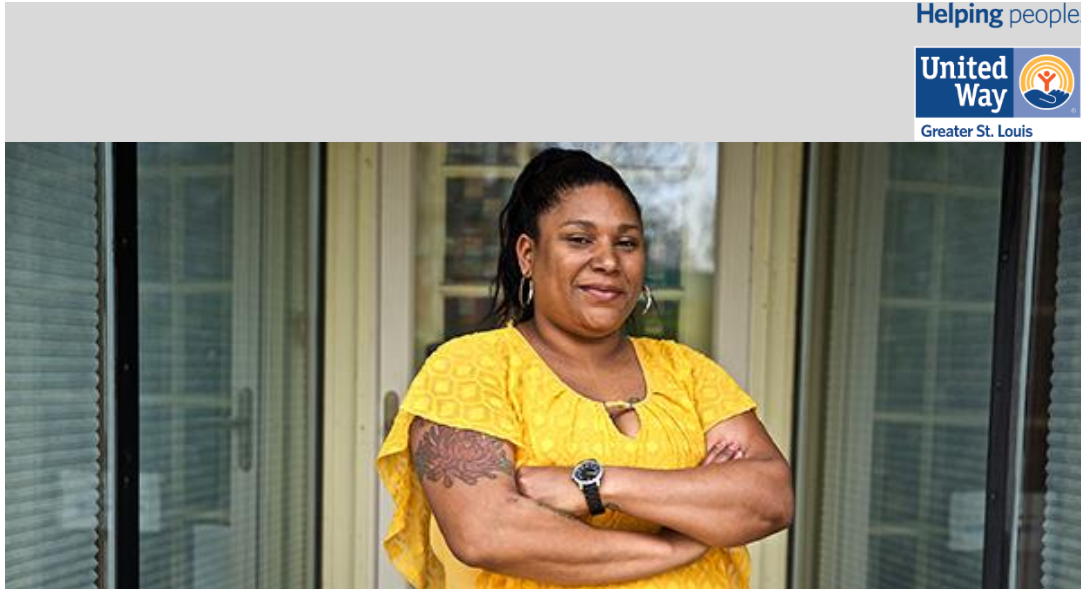
*Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.*

## Financial Stability Email

**Ref# FSESTL**

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

**Subject:** What does lasting change look like?



Dear <First Name>,

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

United Way helps individuals and families gain financial independence, an effort that aligns with the mission and values of your organization. Through services like financial education, workforce development and budget counseling, United Way is helping local families become 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.

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

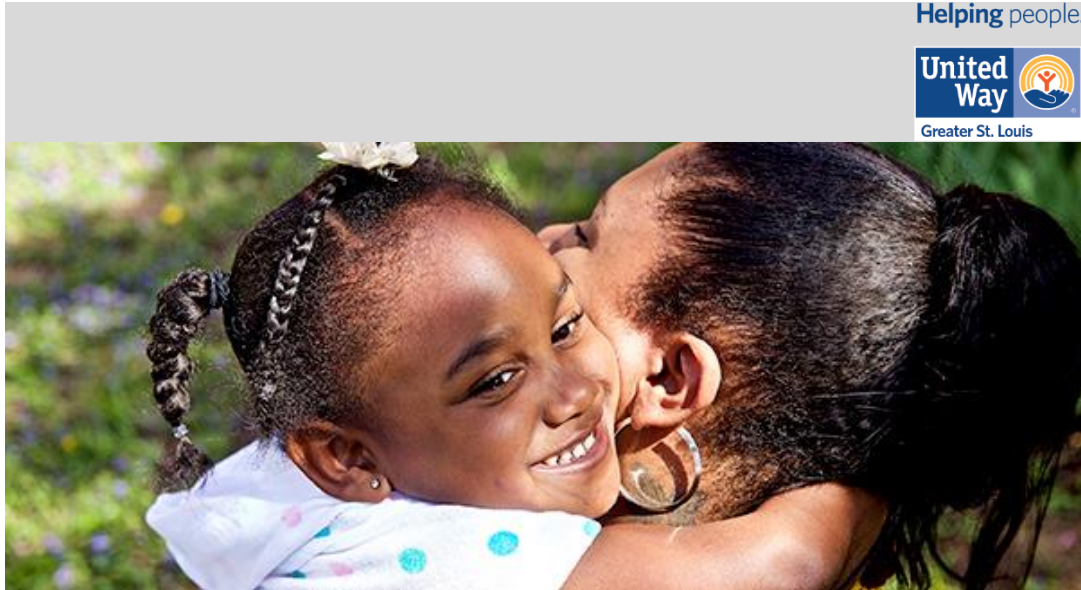


## Foster Learning Email

Ref# **FLESTL**

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

**Subject:** Help Kids Reach Their Potential



Dear <First Name>,

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

Everyone deserves access to quality education and the opportunity to reach their full potential. United Way supports our youth through pre-K programs, mentoring and development opportunities and safe care so they can achieve success in school and in life.

Join us in helping create a better tomorrow for children and young people in our communities 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.*



## 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 most complex and pressing issues. We fight every day to create lasting change for the people of our region.

Good health helps people live a full life. Through services like senior care, disability assistance, behavioral health counseling, prevention and rehabilitation, United Way enables more local people to lead healthy, whole lives, an effort that aligns with the mission and values of your organization.

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.

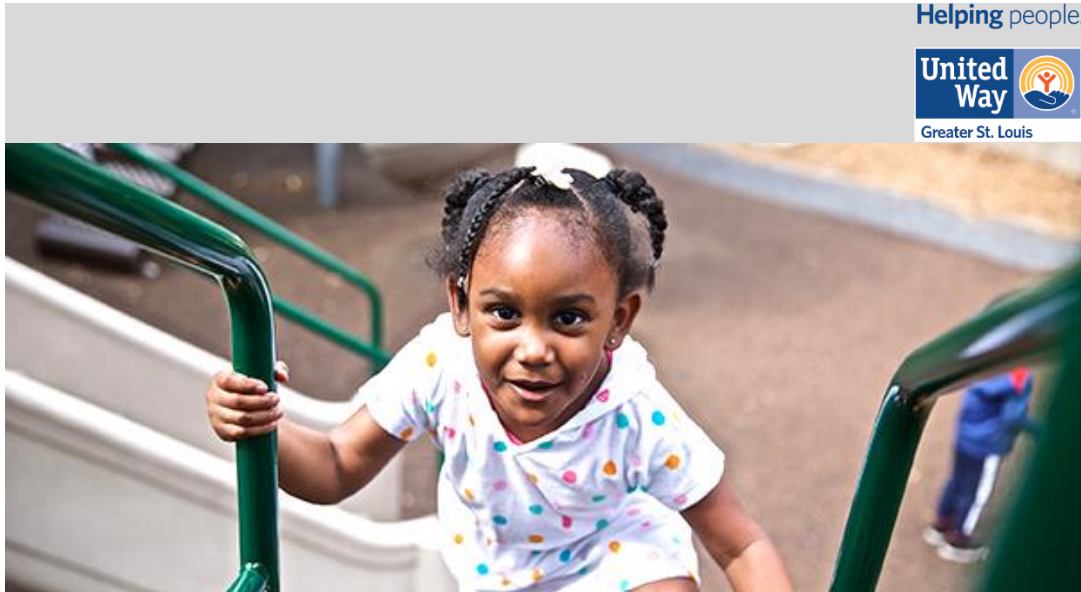
*Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.*

## Basic Needs Email

Ref# **BNESTL**

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

**Subject:** The Basics Today, for a Better Tomorrow



Dear <First Name>,

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

Having access to the basics – safe havens, stocked pantries and more – today positions people for a better tomorrow. United Way fights for the basic needs of every family, an effort that aligns with the mission and values of your organization.

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.*

## Specific Circumstances Emails

### Email from Executive *(Some styling removed to fit on one page)*

**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 are the stewards for our neighbors in need. Local companies like ours power 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 in the vital work of United Way of making 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*

*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 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 are the heart and soul of United Way of Greater St. Louis. Their energy, excitement and enthusiasm inspire others and infuse 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 makes our community safer, healthier and better equipped for the future.

Additionally, Leadership Givers benefit from leadership opportunities, professional development events, volunteering and networking with others who share a passion for helping people.

Please consider pledging through the Leadership Giving Societies to join more than 8,000 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 to our mission of helping people 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.*



## 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 so many across our region. Please [pledge today](#) and help our neighbors, family, and friends before the campaign ends.

[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.*