

## Pre-Kickoff Email

### REF#

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

**Subject:** Coming Soon: United Way Campaign Kickoff

Hi <First Name>,

164 nonprofits. 16 counties and 324 ZIP codes in Missouri and Illinois. 1 million people helped each year. \$1 million invested into the community each week.

***This is United Way's impact in our community. It's bigger than just one cause or program.***

We help kids, seniors, people living with disabilities, families and young adults. We help to provide basic needs, education, financial stability and health resources.

We aid hundreds of local nonprofits to continue their critical missions, acting as a safety net for the entire community. Our safety net creates equitable conditions that ensure everyone has access to the resources and tools needed to thrive.

**United Way's impact is all about supporting our community as a whole for a brighter future.**

This year's campaign is kicking off soon, and our goal is to strengthen the St. Louis region as a whole so we all can move forward. Working together, we can make this happen.

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.

Thank you!

## Kickoff 1

REF#

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

**Subject:** [STARTS TODAY] Support United Way

Hi <First Name>,

Today, we kick off our 2021 United Way campaign to help people across the St. Louis region live their best possible lives.

The COVID-19 crisis has had a devastating impact on many of our neighbors, and recovery is a long process. **Together, we can help our St. Louis community pull out of the effects of this pandemic and move to a brighter tomorrow for all.**

Here are just a few examples of how your support of United Way can help people regain stability and build a strong future:

- \$5 covers 20 meals for families in need
- \$20 provides tutoring for a child who needs help catching up
- \$600 helps with rent for one month for a single-parent home

Please join us by [making a secure online gift to United Way of Greater St. Louis](#) that will have a lasting impact on so many. Your partnership means so much to the health and growth of our region – now and for generations to come.

[\[DONATE NOW\]](#)

Thank you for supporting United Way and helping build a stronger future for us all.

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

**Kickoff 2**

**REF#**

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

**Subject:** Make Your United Way Pledge Today

Hi <First Name>,

2020 was an incredibly tough year for Marissa. She lost her job and was unable to find new work because she had to stay home and care for her two kids, ages 7 and 10, while their school was virtual.

For the first time in her life, Marissa wasn't able to support her family.

Thankfully, **your support of United Way kept Marissa and her kids from crisis.**

With funding from United Way, a local youth center began providing meals and utility assistance, which helped keep the family fed and safe in their home. Today, Marissa is back at work, and the same youth center's afterschool programs empower Marissa to keep her job while her kids receive tutoring and enrichment to thrive in school and beyond.

United Way provides vital funding to more than 160 nonprofits like this youth center across our region. Together, these nonprofits make up a safety net that addresses our community's many diverse needs.

When you help neighbors like Marissa through United Way, you create a stronger community for all of us. Join your colleagues and neighbors by **contributing a secure, online gift to United Way of Greater St. Louis** today.

**[DONATE NOW]**

Thank you for supporting United Way and standing for a stronger tomorrow.

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

**Kickoff 3 from Executive**

**REF#**

**From:** <Local executive's name>

**Subject:** Why We Support United Way

Hi <First Name>,

Today, we kick off the **2021 United Way campaign** to help people in our community live their best possible lives.

Why United Way? **United Way provides vital funding to our region's nonprofit safety net**, empowering local organizations to help people stay in their homes, put food on the table, find new jobs and prepare for the future.

And, United Way partners with programs and agencies that create equitable conditions and opportunities across our region, so that we all have the tools and opportunities to thrive.

United Way has been in our community for nearly a century, helping 1 in 3 local people each year from Alton to Arnold; O'Fallon, MO, to O'Fallon, IL; and everywhere in between. They're committed to building a brighter future for us all – through the good and bad, the everyday and times of hardship.

**Your support of United Way today ensures our region is strong for generations to come.**

Please join us in investing in the future of the St. Louis region by making a **secure, online gift to United Way of Greater St. Louis today.**

**[DONATE 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.*

## Reminder 1

REF#

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

**Subject:** Help Your Neighbors Recover - United Way Reminder

Hi <First Name>,

In the first six months of 2021, we've already seen a 20% increase in requests for help with housing and 50% more requests for income support compared to last year. The COVID-19 crisis has had **devastating impacts for our entire community**, and many of our neighbors are still facing challenges from income loss, illness, mental health challenges and more.

Your support of United Way is vital in keeping a **safety net of local nonprofits strong to help our neighbors, friends and family recover**, like:

- Sofía and her two preschoolers, who got help with food and diapers until Sofía could go back to work
- The J family, who received rent assistance while both parents recovered from COVID-19
- Daryl, who was able to overcome homelessness after receiving job training to start a sustainable job

Make your gift to the St. Louis community – a gift that helps here, that helps lift all of us. Join your co-workers in **strengthening local people and our entire region** by making a **secure, online gift today**.

**[DONATE 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.*

## Reminder 2

**REF#**

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

**Subject:** Help Young People Thrive Through United Way

Hi <First Name>,

When you support United Way, you strengthen the local nonprofits that help our neighbors across Missouri and Illinois find stability – **but that's not all.**

Take Maurice's story. After aging out of foster care in New Mexico, he moved to St. Louis for college, and a United Way-supported nonprofit stepped in to become his support system.

He participated in financial education programs that taught him how to budget, something he had never learned before. The program also matched his savings to help him afford a down payment on a car of his own, which empowered him to get a job while finishing his degree. He's working on building his savings so he can have a bright start after graduation.

When you pledge to United Way of Greater St. Louis, your support can mean a thriving future for a neighbor like Maurice. And when one of us is lifted, we all are lifted.

Please join your colleagues and **pledge your support today.**

**[DONATE NOW]**

Thank you for building a stronger community through 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 3**

**REF#**

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

**Subject:** The Best Thing You Can Do Today

Hi <First Name>,

This is a reminder to pledge to the United Way of Greater St. Louis campaign – the best thing you can do for the St. Louis community today.

With United Way, every gift truly makes a difference. One donation supports the entire community because United Way provides vital funding to 164 local nonprofits that help with our region's varied needs. And, each gift is magnified by the generosity of so many others at your company and across the community to create an incredible impact. For example, **a \$25 gift provides 100 meals for a family in need.**

Every gift matters, and we accomplish so much more when we stand united. Please join us by **making a secure, online gift to United Way** that helps our neighbors, friends and family live their best possible lives.

**[DONATE NOW]**

Thank you for your gift to our community.

*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#

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

**Subject:** Last Day to Give to United Way

Hi <First Name>,

Today is the **last day of our 2021 United Way campaign**, and we hope you will pledge your support and unite with us to create a better tomorrow. We are committed to the St. Louis community, and we all want to see it – and everyone in it – thrive and move forward.

By supporting United Way, you can be part of the solution to our region's most pressing challenges. Because of your support, we can:

- Help 1 in 3 people in the St. Louis region
- Invest \$1 million into our community each week
- Create a safety net of nonprofits supporting the health, education, basic needs and more of our community members

Every gift matters. Join us today by [making a secure, online gift](#) to make an impact in our community.

[\[DONATE NOW\]](#)

Thank you for being part of our impact.

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## Reasons We Partner

REF#

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

**Subject:** Your Gift Helps Here, Now

Hi <First Name>,

There are many reasons to support United Way of Greater St. Louis, but first and foremost is that your gift will power vital work happening right here, right now in the St. Louis region.

**Your gift helps 1 in 3 people in our community**, ensuring that seniors in need receive hot meals, that young people have the tools they need to succeed in school, that individuals receive job training to build a bright future and more. Your gift creates equitable opportunities for all of us to thrive, creating a healthier and stronger region.

**This incredible impact and wide range of support would not be possible without you.**

Your annual gift not only helps the immediate needs of families today but also contributes to the development and implementation of long-term solutions to create a better region for the next generation.

The last year has been one of the toughest in recent history, and recovery will be a long process. Please join us in helping our neighbors by [making a gift to United Way of Greater St. Louis](#) through this secure online pledge system.

[\[DONATE NOW\]](#)

Thank you for being part of our impact.

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## People Helped

### REF#

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

**Subject:** See Who You Helped Through United Way

Hi <First Name>,

Your gift to United Way has a transformative impact on your neighbors, and **your support helps 1 in 3 people** across the St. Louis region.

Meet some of the people who have been helped through United Way:

- Nick, a veteran with PTSD, had trouble being in public with others and fears of driving a car, severely impacting his quality of life. He connected with a United Way supported nonprofit that matched him with a specially trained **service dog** named Chumley. Nick is now more confident traveling outside his home and doing everyday things in the community, like grocery shopping and getting a haircut.
- Jessica, who has Lupus, lost her income and couldn't afford to pay for crucial medications, which put her at risk. Thankfully, a United Way supported organization helped her cover the cost, **stabilizing her health** so she could search for a new job.
- When Arissa first got connected with a United Way supported **mentoring program** in grade school, she struggled with her self-esteem, and her grades were suffering. Arissa's mentor helped her find her strengths and improve her confidence. Now, Arissa gives back as a mentor to others and looks forward to starting college next year.

United Way supports a safety net of nonprofits that help people meet a variety of immediate and long-term needs. This means that, when you make a gift to help your neighbors, you help build a stronger region for all of us.

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

[\[DONATE NOW\]](#)

Thank you for helping your neighbors.

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## Strong Communities

REF#

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

**Subject:** Your Gift Helps Here

Hi <First Name>,

From Alton to Arnold; O'Fallon, MO, to O'Fallon, IL; and everywhere in between, we work, live and play here. As members of the St. Louis region, we want to see our communities and our neighbors thrive. And, **your gift to United Way stays here and helps the people of the St. Louis region.**

United Way serves as a safety net for our community, aiding hundreds of local nonprofits to continue to do what they do – help people in need.

When the needs grew drastically and urgently last year, United Way was agile to **quickly meet the immediate needs of local people**, providing access to food and supplies; safe childcare; rent, mortgage, and utility assistance; and mental health resources.

Your support of United Way ensures the safety net is strong enough to continue to help all of us across the 324 ZIP codes and 16 counties that make up the St. Louis region – for generations to come.

Through tough times that affect us all, or times that are tough on just a few, **what we do now is critical to paving a path to a better 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.

**[DONATE NOW]**

Thank you for helping our St. Louis community.

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## Financial Stability

REF#

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

**Subject:** Help Families Recover

Hi <First Name>,

**It's a shocking statistic - 43%.** That's the percentage of your neighbors in the St. Louis region that don't have the monthly income to meet their basic needs in typical economic times.

A single emergency like a large medical bill or unexpected home repair can put them on the edge of crisis, making it impossible to save or invest in the future.

And now, economic challenges brought on by COVID-19 have put additional strains on many of our neighbors.

By supporting programs for financial education, job training and budget counseling, United Way helps local families stay afloat. It helps workers regain stability. It helps young people learn and save for a brighter future.

**Every gift is an investment into our community.** Please join us by making a gift to United Way of Greater St. Louis through this secure online pledge system.

[\[DONATE NOW\]](#)

Thank you for helping our community recover.

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**Foster Learning**

**REF#**

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

**Subject:** 1 Way You Can Help Kids Today

Hi <First Name>,

Local students are still feeling the impacts of the learning disruptions and stress of COVID-19. In the first months of 2021, we have seen a 43% increase in requests for education supports compared to last year – **a sign that local kids need help getting caught up.**

United Way funds local nonprofits that help keep kids from falling through the cracks – tutoring programs, development and leadership opportunities, mentoring and safe spaces where children can succeed in school and beyond.

Kids like Elizabeth, who started showing signs of developmental delays at age 3. Her United Way supported preschool was proactive about assessing Elizabeth's challenges and provided on-site therapy to help bring her up to speed, which helped Elizabeth's parents manage their duties as parents and full-time working professionals.

You can be part of the movement to help local kids grow and thrive. **A gift of \$100 provides tutoring to help five kids succeed.**

Everyone deserves the opportunity to reach their full potential. Please help us build brighter futures for our kids by making a gift to United Way of Greater St. Louis through this secure online pledge system.

**[DONATE 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**

**REF#**

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

**Subject:** Help United Way Keep Our Neighbors Healthy

Hi <First Name>,

Many of our neighbors in the St. Louis region face barriers in navigating the healthcare system and finding the help they need – **and it's putting local people at risk.**

Good health helps people live a full life, and United Way fights every day to ensure local people have access to the resources they need to thrive. Through services like senior care, disability assistance, mental health support, and more, **United Way enables local people to lead healthy, whole lives** – an effort that aligns with the mission and values of your organization.

By building a strong nonprofit safety net that helps to fill gaps, United Way is working to make the entire St. Louis region stronger.

Please join us in investing in the health of our neighbors by **making a gift to United Way of Greater St. Louis** through this secure online pledge system.

**[DONATE NOW]**

Thank you for helping us build a healthy community.

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**Basic Needs**

**REF#**

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

**Subject:** How Many Families Will You Feed Today?

Hi <First Name>,

Everyone should have access to the building blocks needed to thrive. But even in typical economic times, **43% of all households in the St. Louis region do not have the monthly income to meet their basic needs.** Now, in the wake of the COVID-19 crisis, even more people are in need.

United Way supports a whole network of nonprofits that position our neighbors for a better tomorrow – housing assistance, meal programs, transportation options, access to education and health supports, and more.

The power of this network means that one gift can have an incredible impact: **A gift of just \$25 can provide 100 meals for people in need.**

How many families will you feed today? Please help us lift a family's burdens by making a gift to United Way of Greater St. Louis through this secure online pledge system.

**[DONATE NOW]**

Thank you for being part of our impact.

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## Racial Equity

REF#

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

**Subject:** What You Can Do Now For Equity

Hi <First Name>,

We envision a community where every young person has the tools to reach their potential. Where every family has stable financial footing. Where your ZIP code is not an indicator of your success in life. A community that's **inclusive, accessible and successful for all**.

No one program, institution or business can address the many issues and gaps that contribute to disparities in education, health and economic mobility. United Way partners with an entire network of programs and agencies that create equitable conditions and opportunities across our region to help all people live their best possible lives.

And, United Way's racial equity framework works to identify, develop and implement impact strategies, practices and processes that **drive equitable community change**.

We envision a St. Louis region that's a safe and healthy home for all – **and it starts with you**. Please join us by [making your gift to United Way of Greater St. Louis today](#) through this secure online pledge system.

[\[DONATE NOW\]](#)

Thank you for being part of our impact.

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**Email from executive 1**

**REF#**

**From:** <Local executive's name>

**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 committed to helping it be the best it can be. **We support United Way to do our part to keep our region strong.**

Our region faces complex challenges – food and housing security, senior care, resources for people with disabilities, access to healthcare and education, and more.

United Way provides vital funding to a safety net of more than 160 local nonprofits that help people across our region. Because the safety net addresses our region's varied needs instead of just one cause, it improves our community's overall health and safety. It opens up equitable opportunities for everyone to thrive and meet their potential.

**Local companies like ours power United Way's mission** to make our community a better place to live and work. I hope you will unite with me in this critical work.

On behalf of our leadership team, thank you. Your support for United Way of Greater St. Louis is much appreciated.

Sincerely,  
<Local executive's name>

[\[DONATE NOW\]](#)

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

**Email from executive 2**

**REF#**

**From:** <Local executive's name>

**Subject:** We Can Build A Stronger Community

Dear <First Name>,

While many things may be returning to "normal" after COVID-19, we know there is more to be done to help our neighbors and our region recover. **We hope you will join us in this important work by supporting United Way.**

United Way is in our community making sure families facing income loss can stay in their homes, workers can access job training for a fresh start, kids receive support to succeed in school and more. They support an entire safety net of local nonprofits that work together to help us build a healthier community for all.

Support from companies like ours is crucial to ensuring our community's safety net stays strong to help our neighbors move forward and thrive for generations to come.

Please know that **every dollar you can give counts and is important.** When you join our campaign, each gift is amplified by the generosity of your colleagues and neighbors to create an even greater impact.

On behalf of our leadership team, thank you. Your support for United Way of Greater St. Louis is much appreciated.

Sincerely,

<Local executive's name>

**[DONATE NOW]**

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## Email to Leadership Givers 1

REF#

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

**Subject:** Renew Today: United Way Leadership Giving

Hi <First Name>,

What does it mean to be a United Way Leadership Giver?

It means inspiring a greater commitment to our neighbors and the nonprofit safety net that helps us all. It means making your mark on the long-term health of our community. It **means leading meaningful change in the St. Louis region.**

Will you join us?

Today, we're asking for your gift of \$1,000 or more through United Way's Leadership Giving Societies to make our community safer, healthier and better equipped to take on the future.

The St. Louis region has faced unprecedented challenges and needs. The impacts of COVID-19 have a long-lasting impact; United Way needs your support to help the community recover and move forward.

Your gift not only helps people meet their immediate basic needs but also serves as **an investment in their future.**

Additionally, you'll join a **nationally ranked group of more than 7,000 community leaders** and benefit from exclusive leadership opportunities, professional development events, volunteering and networking with others who share a passion for helping people.

Please join us in **making a Leadership gift to United Way of Greater St. Louis** through this secure online pledge system.

**[DONATE NOW]**

Thank you for your leadership.

*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 Givers 2

REF#

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

**Subject:** Renew Today: United Way Leadership Giving

Hi <First Name>,

At some point or another, we all need someone to invest in us so we can meet our potential. United Way did just that for Brandon – **and helped him change his life's trajectory.**

Brandon always dreamed of working in medicine, but he didn't have the connections or opportunities in his neighborhood. A United Way supported workforce development program connected him with an internship in a local hospital, giving Brandon valuable experience and mentors to help him work toward his physician assistant certification – a high-demand role that will put him on the path to a bright future.

When you invest in the lives of people like Brandon as a United Way Leadership Giver, you invest in the health of our entire region, setting us all up for a strong tomorrow.

Today, we're asking for your gift of \$1,000 or more through **United Way's Leadership Giving Societies.** Through this pledge, you'll join a **nationally ranked group of more than 7,000 community leaders** and benefit from exclusive leadership opportunities, professional development events, volunteering and networking with others who share a passion for helping people.

Please consider making a **Leadership gift to United Way of Greater St. Louis** today through this secure online pledge system.

**[DONATE NOW]**

Thank you for your leadership.

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**Email to outstanding (last year) donors**

**REF#**

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

**Subject:** Renew Your United Way Gift

Hi <First Name>,

Last year, you contributed to United Way of Greater St. Louis by pledging to the community campaign.

**We hope you consider giving again this year.**

With United Way of Greater St. Louis, you can be sure that your dollars make a difference in the lives of 1 million of our family, friends and co-workers right here in the St. Louis community. **Every gift counts** and has an incredible impact for others:

- \$5 covers 20 meals for families in need
- \$20 provides tutoring for a child who needs help catching up
- \$600 takes care of rent for one month for a single-parent home

The St. Louis region needs our help to build toward a bright future. Please join us again this year by **pledging today to United Way of Greater St. Louis.**

**[DONATE NOW]**

Thank you.

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**Email to extend campaign**

**REF#**

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

**Subject:** Last Chance - Support United Way

Dear <First Name>,

Today we are extending our United Way of Greater St. Louis campaign. Although we've received amazing support from many of your colleagues, we're excited to see how we can make an even bigger impact – because through United Way, we have the power to make our region stronger, healthier and more equitable for all, including neighbors like Deric.

When Deric came to St. Louis searching for a job, a United Way supported program connected him with a paid construction apprenticeship. This program not only helps people find jobs, but it also bolsters our region's workforce by connecting people of color and women with high-demand jobs in the skilled trades, where these groups are historically underrepresented. United Way was there to help Deric with transportation to his classes and helped him save to purchase a vehicle of his own, setting him on the path to stability.

Because United Way supports a safety net of local nonprofits that address so many needs in our community, it promotes the overall health of our region. **By making a gift to United Way, you can be part of the movement to build a bright future for the St. Louis community.**

We hope those of you who have not yet pledged will join us to help meet our commitment to creating a safe and thriving community. Your generosity has a significant impact on the lives of so many, and every gift makes a difference.

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

[\[DONATE NOW\]](#)

Thank you for being part of our impact.

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

**Confirmation email**

**REF#**

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

**Subject:** Thank you for supporting United Way!

Dear <First Name>,

Thank you for supporting United Way of Greater St. Louis! With your generous contribution, you are helping local people recover and helping our entire community build toward a brighter future.

Every day, with your support, United Way is making our community stronger, healthier and more equitable for all. To stay connected to our impact in the community and discover ways you can personally get involved, follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

Thank you again for your support.

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Please take a moment to review the information below.

<Name>

<Pledge Info>

Campaign Year: <Year>

The reference number for your pledge is <ref num>.

The United Way of Greater St. Louis did not provide any goods or services as whole or partial consideration for your contribution.

Please print a copy of this pledge confirmation for your tax records.