

UNITED WAY 2022 CAMPAIGN EMAILS

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

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

All pledge emails include the UWGSL Logo at the top and a notice that the link is unique at the bottom, some have been removed here to cut down on the length of this document.

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 be sure to let us know.

Please be aware that you are free to change the subject lines of your email selections to better align with your campaign messaging. All emails are mobile friendly.

Banner Images

*For the purposes of this document, the images for each of these emails may vary in size. This is simply a formatting need so that you are able to see which image is connected to each email. In the actual emails, the image will be the same width as the email.

If you would like to swap the image that is paired with your chosen email content with a different image in this document, let us know!

Sender Spoofing

It is possible to “spoofer” the sender of these emails. Be aware that if you would like to spoof the sender, additional effort by your company’s IT team and testing is necessary.

Helping people.



Greater St. Louis

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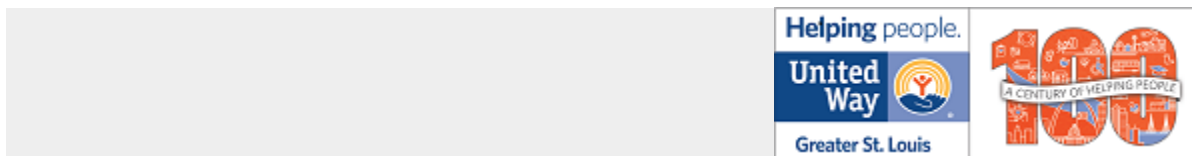
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PRE-KICKOFF EMAIL

REF# PKOSTL

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

Subject: Coming Soon: United Way's 100th Annual Campaign



Hi <First Name>,

Next week is the start of your company's annual United Way campaign, and this year is a very special one: we're turning 100!

As we celebrate a century of helping people in the St. Louis region, we hope you'll join us as we look to our next 100 years in the community. Because of the generosity and support of so many of our neighbors (like you!) over the past century, we've been able to make an incredible impact and change the lives of millions of people.

There's still work to be done. Many people in our region are still in need, and your support will help fund critical programs and organizations that strengthen our community.

Next week you'll receive the official campaign kickoff email and a link to make your pledge to United Way of Greater St. Louis. In the meantime, we invite you to [learn more](#) about how we've been helping here for the past 100 years.

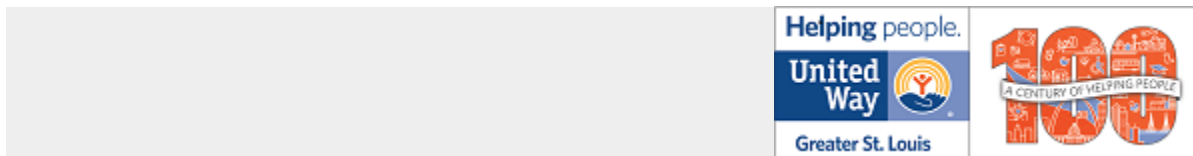
Thank you!

KICKOFF EMAILS

REF# KO1STL

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

Subject: [STARTS TODAY] Support United Way



Hi <First Name>,

Today begins the 2022 United Way Campaign, a community-wide effort to create a stronger, healthier and more equitable St. Louis region. This year, we're celebrating a huge milestone – 100 years of helping people – and we hope you'll join the celebration and pledge to United Way of Greater St. Louis to be a part of our future impact in the community.

Your support of United Way stays right here in our community to fund 160 nonprofits and other vital programs helping position our neighbors for a better tomorrow. Here are just a few examples of how your dollars have an impact:

- A monthly gift of \$5 provides formula for an infant for 36 days
- \$50 covers 200 meals for families in need
- \$500 provides first month rent for a family in crisis

Please join us today and [making a secure online gift to United Way of Greater St. Louis](#) that will have a lasting impact for so many.

DONATE NOW

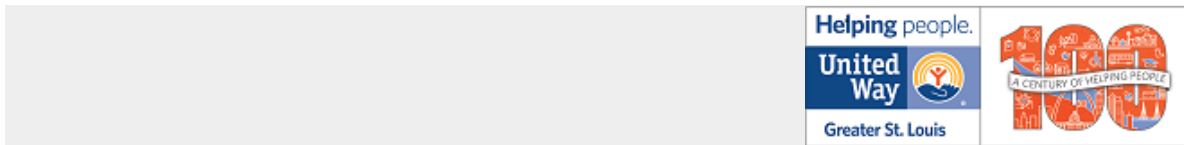
Thank you for supporting United Way and helping us build a stronger future for all.

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 Gift Today



Hi <First Name>,

Katie and her husband weren't sure what the future held for their twins, Graham and Jack, who were born prematurely. Both boys experienced cognitive delays and Graham required surgery for his physical disabilities. Not knowing where to turn and in the middle of the pandemic, Katie reached out to a United Way safety net agency, United Services for Children, for help.

Through therapy and early intervention programs, the agency provided the twins with new developmental activities and educational advancement strategies to help with their cognitive and communication skills. After nearly a year, Graham and Jack graduated from the program with the confidence to start preschool.

United Services for Children is just one of the more than 160 nonprofits in our region that receive vital funding from United Way of Greater St. Louis. Together, these nonprofits make up a safety net that addresses our community's many diverse needs and have an impact on so many of our neighbors, like Graham and Jack.

As we kick off our 2022 United Way campaign, we hope you'll join your colleagues 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.

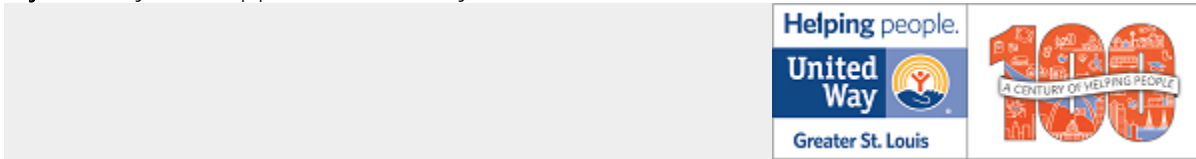
Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

KICKOFF EMAIL FROM EXECUTIVE

REF# KOESTL

From: <Executive Name> "epledge@stl.unitedway.org"

Subject: Why We Support United Way



Hi <First Name>,

Today marks the start of our company's **2022 United Way campaign** a community effort we are proud to support each year.

United Way of Greater St. Louis serves as a critical thread in the fabric of our region: strengthening the safety net that lifts so many of our neighbors when they need it most. Their support covers 16 counties and 324 ZIP codes in Missouri and Illinois, helping more than 1 million of our neighbors each year. \$1 million invested into the community each week.

United Way invests in programs and resources that help people stay in their homes, put food on the table, find new jobs and prepare for the future. It's bigger than just one cause or program. This is why our company, and I personally, continue to invest in United Way of Greater St. Louis.

As we kick off our campaign, I'm asking you to join me in making a gift to the St. Louis region through [United Way of Greater St. Louis today](#). Let's start this year's campaign strong!

DONATE NOW

Thank you for your generosity and support of our community.

<Executive Name>

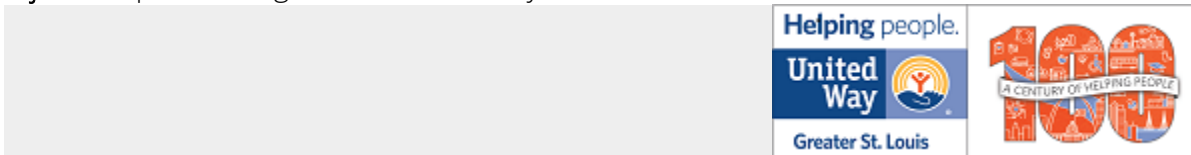
Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

REMINDER EMAILS

REF# RE1STL

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

Subject: Help Your Neighbors – Give Today



Hi <First Name>,

Your support of United Way of Greater St. Louis is vital in keeping a **safety net of local nonprofits strong to help our neighbors, friends and family on a path to success.** United Way works on the region's most pressing issues, whether those issues impact the entire community, one neighborhood, one street or one family.

When you pledge to United Way, you're investing in organizations that are helping neighbors like:

- Andre'a, a father of six, who received job training to find a new career to support his family.
- Mary, who was living in her car after losing a loved one, found help with affordable housing and counseling services after calling United Way 2-1-1.
- Terrence, an eighth grader who received help with schoolwork and leadership skills in and outside of the classroom.

Make your gift to the St. Louis community a gift that helps here and that helps lift all of us. Join your colleagues in **strengthening our entire region** by making a [secure online gift today](#).

DONATE NOW

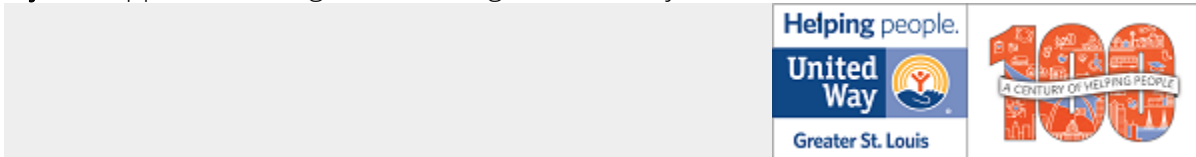
Thank you for supporting United Way.

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

REF# RE2STL

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

Subject: Support Our Neighbors Through United Way



Hi <First Name>,

Caring for our neighbors is key to a thriving community because when one of us is helped, we are all lifted.

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. Working together, we can make a difference and impact on so many lives. Whether it's the need of a family today or the need of an entire community for the next generation, United Way is working towards a better tomorrow for all of us.

The need in our region is still great, so 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.

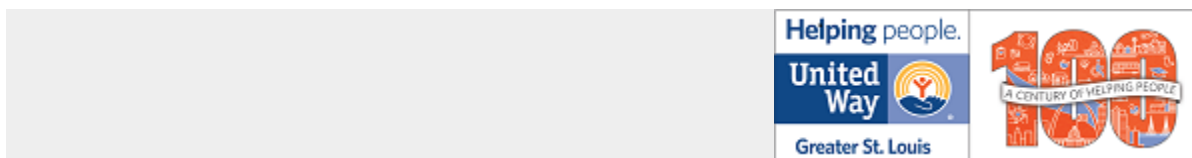


EMAIL TO EXTEND CAMPAIGN

REF# EXCSTL

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

Subject: Last Chance - Support United Way



Hi <First Name>,

Today we are extending our United Way of Greater St. Louis campaign. We believe in the power of collaboration and that we can go even further together with your support! Through United Way, together, we can make our region stronger, healthier, and safer for all, like Mr. C.

Mr. C had a long career in education, helping mentor and teach youth in the St. Louis region. As he started to get older, Mr. C experienced limited mobility and required a wheelchair to move around. Fortunately, a United Way-supported program equipped his home with grab bars and other safety features to reduce the risk of falling, enabling Mr. C to continue living independently in the house he called home for 25 years.

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 a part of our efforts to build a bright future for neighbors like Mr. C and the entire St. Louis community.**

We hope those of you who have not yet pledged will join us by [pledging today](#) to create a safe and thriving community. Your generosity has a significant impact on the lives of so many, and every gift makes a difference.

DONATE NOW

Thank you for being part of our impact.

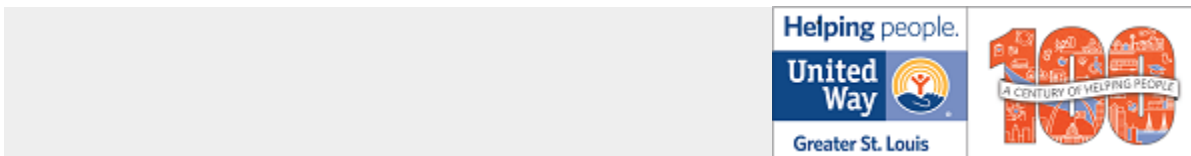
Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

LAST DAY REMINDER

REF# LDRSTL

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 2022 United Way campaign**, and we hope you will take a moment to pledge your support now. No matter the size, your gift helps local people and will provide support for hundreds of organizations, programs and services that our neighbors rely on.

With your support, we will continue to:

- 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

Join us today in your last chance to make [a secure, online gift](#) to make an impact in our community.

DONATE NOW

Thank you for being a part of our continuous efforts to help the community.

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

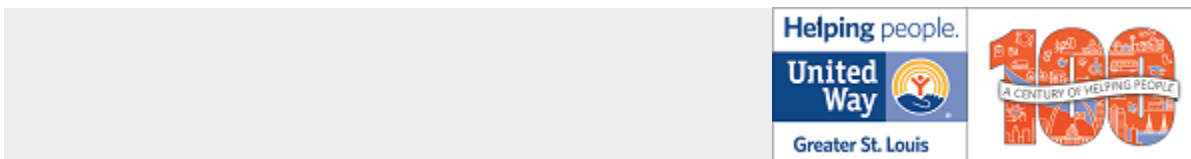
FOCUS AREA EMAILS

REASONS WE PARTNER EMAIL

REF# RWPSTL

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

Subject: Your gift helps us continue the work



Hi <First Name>,

How does a gift to United Way of Greater St. Louis make a difference?

Because your one gift fuels the vital work of hundreds of nonprofits and programs throughout the St. Louis region today and for the future.

Your gift helps 1 in 3 people in our community, ensuring that seniors in need receive hot meals at home, 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.

Our 100 years of helping here would not be possible without the continued support of people like you. Your gift empowers us to meet the needs of millions of local individuals and families, changing lives and making a true difference.

Help us as we continue to meet the needs of our region and build a strong future 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.

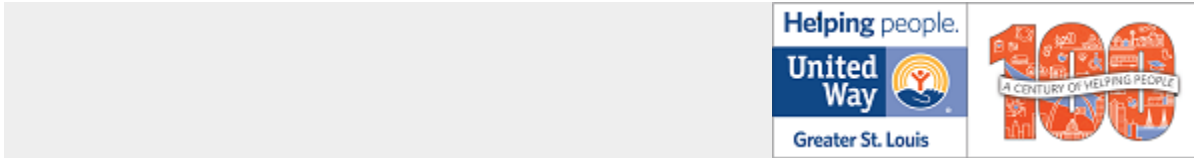
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PEOPLE HELPED EMAIL

REF# PHESTL

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

Subject: See Who You Help Through United Way



Hi <First Name>,

Your gift to United Way has a transformational impact for so many of our neighbors, supporting 1 in 3 people across the St. Louis region.

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

- Rodney was diagnosed with advanced Glaucoma and began to lose his vision. He had no idea how to navigate a new world without sight until a United Way safety net agency introduced him to support groups and taught him techniques and skills to continue living independently.
- Kendra lost her job because of the COVID-19 crisis and faced an abuser at home. Her and her daughters escaped, but had nowhere to go until a United Way-supported organization welcomed them and helped them get back on their feet. They are now living in their own apartment, the children are back in school, and Kendra is working to gain full-time employment.

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

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

DONATE NOW

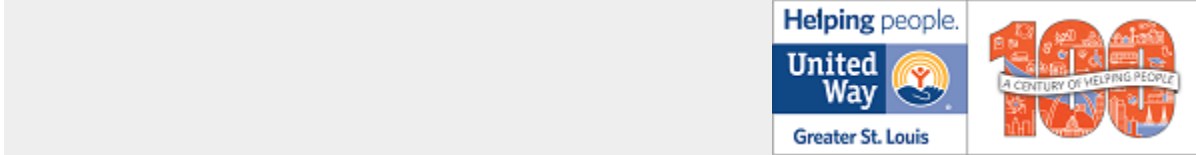
Thank you for helping your neighbors.

STRONG COMMUNITIES EMAIL

REF# SCESTL

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

Subject: Your United Way Gift Helps Here



Hi <First Name>,

For 100 years, United Way has been working here in the St. Louis community to help put people on a path to success and create a thriving future for themselves and their families.

Our region has faced many challenges over the years, but through it all, United Way has been there to help build a strong region. By investing in hundreds of local nonprofits and programs who help our friends, family and neighbors, United Way is meeting the needs of our communities today and for the future.

Your one gift to United Way ensures our region's safety net remains strong enough for generations to come.

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 St. Louis community.

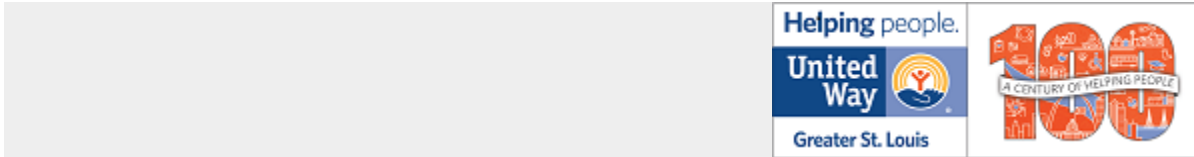
Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

FINANCIAL STABILITY EMAIL

REF# FSESTL

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

Subject: Help Families Reach Stability



Hi <First Name>,

Some families in our community face difficult choices around where to put limited resources -- gas, food, medicine, household goods can strain a budget.

United Way helps individuals and families gain financial independence, an effort that aligns with the mission and values of your organization and work. Through services like financial education, workforce development and budget counseling, United Way is helping local families become more financially secure to increase income, reduce debt and build savings for a brighter future.

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 investing in our community.

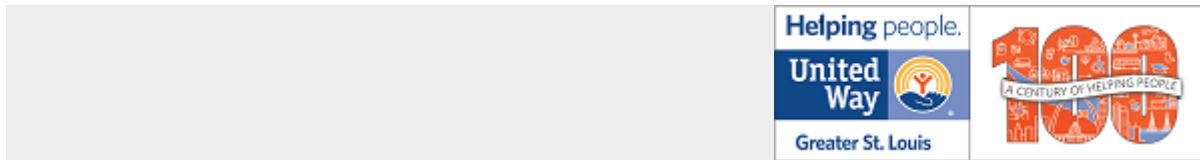
Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

YOUTH SUCCESS EMAIL

REF# YSESTL

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

Subject: Help Local Children Grow and Thrive



Hi <First Name>,

Every child deserves access to the resources needed to grow and succeed: nutritious food, safe spaces in and out of school, mentor programs, early childhood education and more.

United Way of Greater St. Louis works every day to create lasting change for the young people of our region, an effort that aligns with the mission and values of your company. By investing in services like head start centers, youth development programs and post-secondary education access, United Way ensures that local children and youth are prepared for school and beyond.

You can be a part of our movement to help local kids grow and prosper. A gift of just \$50 can provide an hour worth of tutoring for a local child.

Please help us build brighter futures for our local youth by [making a gift to United Way of Greater St. Louis](#) through this secure online pledge system.

DONATE NOW

Thank you.

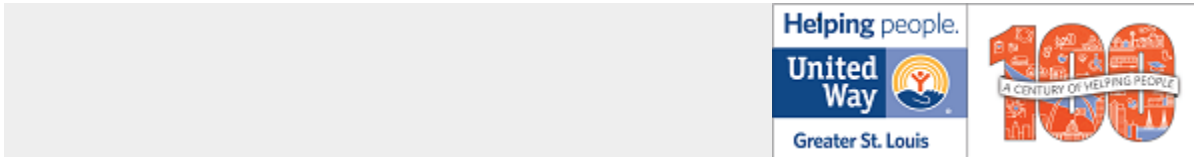
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HEALTH AND WELLBEING EMAIL

REF# HWESTL

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

Subject: Help United Way Maintain a Healthy Community



Hi <First Name>,

Good health means a better quality of life, and for the past 100 years United Way has worked to ensure that local people have the resources they need to live healthier lives.

By building a strong nonprofit safety net that supports the health and wellbeing of our neighbors through services like senior care, disability assistance, mental health support, and more, United Way is working to make the entire St. Louis region stronger.

Please join us in investing in the wellbeing 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.

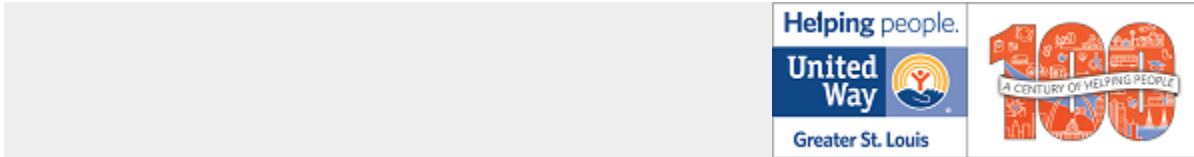
Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

ESSENTIAL NEEDS EMAIL

REF# ENESTL

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

Subject: Help Meet the Needs of Local Families



Hi <First Name>,

Many families in the St. Louis region lack the monthly income to meet their basic needs like food, housing and transportation, facing tough choices about how to use their resources.

United Way supports an entire network of nonprofits that provide basic needs – like housing, food, household goods, transportation assistance – today that position our neighbors for a better tomorrow.

One gift can make an incredible impact for a neighbor in need: **just \$25 can provide 100 meals to local families.**

Please help us uplift people across our region by [making a gift to United Way of Greater St. Louis](#) through this secure online pledge system.

DONATE NOW

Thank you for being a part of our impact.

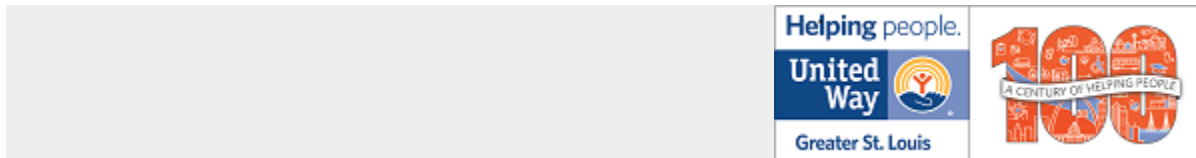
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RACIAL EQUITY EMAIL

REF# REESTL

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

Subject: Help Us Strive for a More Equitable Future



Hi <First Name>,

United Way of Greater St. Louis focuses on creating a better future for our community. A community where one's success in life is not determined by their ZIP code. 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 working to create equitable conditions and opportunities across our region to help all people live their best possible lives.

We are committed to building a St. Louis region that's a safe and healthy place for all and hope you will join in this work. Please make [your gift to United Way of Greater St. Louis](#) today through this secure online pledge system.

DONATE NOW

Thank you.

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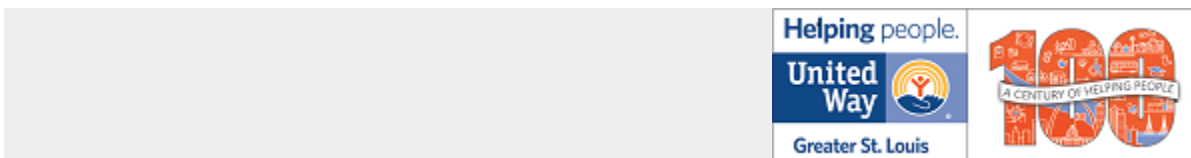
SPECIFIC CIRCUMSTANCES EMAILS

EMAIL FROM EXECUTIVE

REF# EFESTL

From: <Executive Name> "epledge@stl.unitedway.org"

Subject: Join Me in Supporting United Way's 100th Year



Hi <First Name>,

I'm writing today to ask you to join me and our colleagues in [supporting United Way of Greater St. Louis](#) during their special 100-year anniversary campaign.

We are proud to be a part of United Way's history of helping the St. Louis community. **By supporting United Way, we are doing our part to keep our region strong.**

United Way provides vital funding to a safety net of more than 160 local nonprofits across our region that are working every day to feed, shelter, educate and inspire our neighbors. This safety net ensures people have resources and support that help them reach their potential and thrive.

For 100 years, local companies like ours have powered United Way's work to make our community a better place to live and work. We hope you will join us as we continue with this important effort.

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



Sincerely,
<Executive Name>

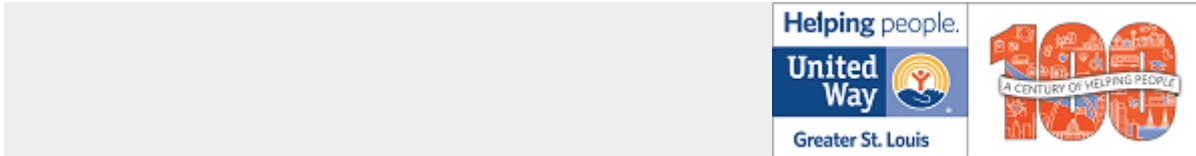
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EMAILS TO LEADERSHIP LEVEL DONORS

REF# LLD1STL

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

Subject: Make a United Way Leadership Gift



Hi <First Name>,

Leadership Givers are the heart of United Way of Greater St. Louis. Their energy, excitement and enthusiasm inspire others and infuse hope for 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, through our Societies, you'll have access to opportunities through professional development events, volunteering and networking with other local professionals and community leaders who share a passion for helping people.

Please consider [pledging today](#) through the Leadership Giving Societies to join more than 7,000 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.

DONATE NOW

Thank you for your commitment.

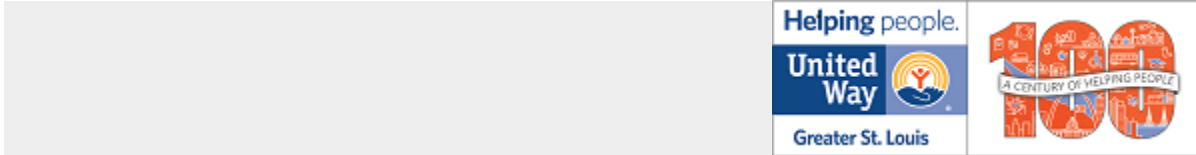
Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.



REF# LLD2STL

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

Subject: Renew your gift: 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 for people like Arissa.

When she first got connected with a United Way supported mentoring program in grade school, Arissa 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.

Thanks to United Way's Leadership Givers, Arissa had the opportunity to find a mentor and gain the skills she needed to succeed.

Today, we're asking you to pledge a gift of \$1,000 or more through **United Way's Leadership Giving Societies**. Through this pledge, you'll join a **group of more than 7,000 local leaders** and benefit from exclusive leadership opportunities, professional development events, volunteering and networking with other professionals 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.

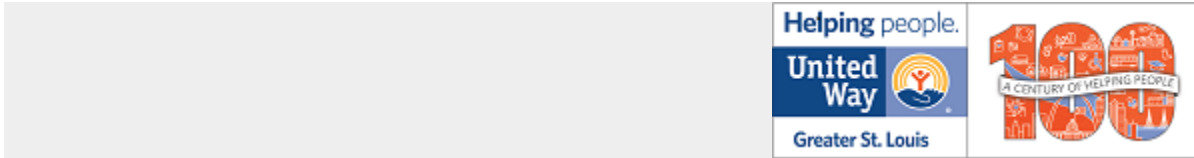
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EMAIL TO LAST YEAR'S DONORS

REF# LYDSTL

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

Subject: Celebrate by renewing your gift



Hi <First Name>,

Thank you so much for pledging your support to last year's United Way community campaign. This year is a special celebration as we recognize our 100-year anniversary and the impact we've had in the St. Louis region over the past century. We hope you will join us in celebrating this incredible milestone by giving again and being a part of our future.

When you give to United Way of Greater St. Louis, you are helping 1 in 3 people in our community. **Every gift counts** and will make a difference in many ways:

- A monthly gift of \$5 provides formula for an infant for 36 days
- \$50 covers 200 meals for families in need
- \$500 provides first month rent for a family in crisis

The St. Louis region still 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.

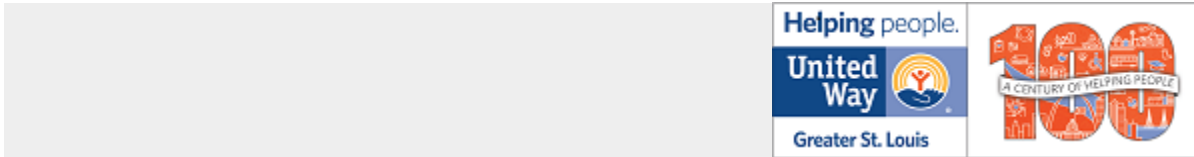
Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.

EMAIL TO NON-DONORS

REF# 100YSTL

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

Subject: \$100 to celebrate 100 years



Hi <First Name>,

This year United Way of Greater St. Louis is celebrating 100 years of helping our neighbors throughout the St. Louis region!

Join the celebration by pledging a gift of \$100 and be a part of United Way's work in building a stronger, healthier community for the next 100 years.

Your gift of \$100 can:

- Provide four weeks of diapers and formula to a new mom in need.
- Cover a job training and skills building curriculum for six young people.
- Deliver two weeks of meals to a homebound senior.

Help us continue to meet the needs of our region and build a strong future by [making your \\$100 gift to United Way of Greater St. Louis](#) through this secure online pledge system.

DONATE NOW

Thank you for being a 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.