**2025 Campaign emails**

Greater St. louis region

epledge email templates for united way of greater st. louis

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

You will find a pre-kickoff email (does not contain pledge link), three kickoff emails, four basic 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.\*

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 “spoof” 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. Due to most workplaces’ heightened cybersecurity, this is not recommended without testing.

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## **PRE-KICKOFF EMAIL- no pledge link, you are encouraged to send internally**

REF# PKOSTL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** The United Way of Greater St. Louis Campaign is Near

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| UW2025Logo | | |
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|  | Hi <First Name>,  Because of your support, United Way of Greater St. Louis is able to raise enough to help over 1 million neighbors, which has made us the #1 United Way fundraising campaign in the nation! Together, we have proven what can be accomplished when our region unites for a common cause. [Company Name] has an opportunity to make an incredible impact again as we prepare to come together for the greater good of our region.  Many nonprofits are facing unprecedented demands, and the need is growing. United, we can help the people who need us most. Our community campaign is a coordinated fundraising effort we are incredibly proud of, and it takes all of us working together, donating, and getting involved to spark real, lasting change. With your support, we will help ensure that local individuals and families can live their best possible lives.  Next week, you will receive the official campaign kickoff email and a link to make your pledge to United Way. In the meantime, we encourage you to learn more about how we support the community.  Now is the time to lean in together. Help us create an even greater impact in 2025.  Thank you! |  |
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## **KICKOFF EMAILS**

REF# KO1STL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** A Special Day to Support United Way!



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|  | Hi <First Name>,  We are excited to kick off the [Company Name] 2025 United Way of Greater St. Louis campaign. Because of your support, United Way of Greater St. Louis is able to raise enough to help over 1 million neighbors, which has made us the #1 United Way fundraising campaign in the nation!  Together, we have proven what can be accomplished when our region unites for a common cause – building strong, resilient communities where we empower our neighbors, help them overcome challenges, and everyone thrives. Please join our efforts to support our neighbors by making a pledge today!  United Way of Greater St. Louis funds 160 local nonprofits that provide vital services to help individuals and families. Our vital safety net is facing unprecedented challenges. Now more than ever, your support matters. Together, we can fuel life-changing services across our region and deliver support and programs that help families find stability, children succeed, and individuals overcome setbacks.  Here is how your commitment makes a difference:   * A $5 a month gift can provide an entire month of infant formula for a family in need. * A $25 one-time donation provides 100 meals for children, families, and seniors facing hardship. * A $500 annual gift funds 10 hours of job training or coaching, empowering someone to achieve their career goals.   You can make a greater impact by joining a Leadership Society with a gift of $1,000 or more. By doing so, you join a network of over 7,000 leaders in our region and gain access to additional benefits, including unique events and programming throughout the year.  Unite with us and empower our neighbors. Make a secure online gift to United Way of Greater St. Louis and witness the power of united impact.  Donate Button  Thank you for making a difference in our community through your support.  *Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.* |  |
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REF# KO2STL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** Collective Giving Empowers Our Neighbors

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Mr. K’s wife recently passed away from cancer, leaving him to raise his three school-aged children by himself. Shortly after his wife’s passing, he was involved in a car accident, leaving him severely injured and unable to work for four months. During this time, one of his children was diagnosed with ADHD. These obstacles placed enormous physical, emotional, and financial burdens on their family.  Fortunately, a United Way of Greater St. Louis safety net agency was able to provide help with mortgage payments and utility assistance, as well as proper support for their child.  United Way partners with 160 nonprofits that help our neighbors like Mr. K withstand challenging times. Our vital safety net is facing unprecedented challenges. Now more than ever, your support matters.  Please join your colleagues and neighbors today by contributing a secure, online gift to United Way of Greater St. Louis.  Donate Button  Thank you for uniting with us as we empower our local neighbors. |  | |  | | | |

# KICKOFF EMAIL FROM EXECUTIVE

REF# KOESTL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** Unite With Us to Support Our Neighbors

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Today, [Company Name] is excited to kick off its 2025 United Way of Greater St. Louis campaign, a coordinated community effort that helps our local neighbors. Because of your support, United Way of Greater St. Louis is able to raise enough to make us the #1 United Way fundraising campaign in the nation!  While we celebrate this milestone, we know nonprofits across our community are facing significant challenges. More than ever, our neighbors need us to lean in and continue making a difference.  Each year, United Way impacts the lives of over 1 million people in 16 counties throughout Missouri and Illinois through programs and services that provide food, shelter, education, job training, counseling, and more. United Way supports 160 local nonprofits, helping to meet both immediate and long-term needs.  This is why [Company Name], and I am proud to invest in United Way’s mission to help people live their best possible lives.  As we kick off our campaign, I am asking you to join me in making a gift to support our local neighbors in need through United Way today.  Every contribution matters and any amount you can give is deeply appreciated. There is also an opportunity to have a transformational impact by committing a gift at the Leadership level of $1,000 or more. By doing so, you will join a network of over 7,000 leaders across our region dedicated to creating lasting change and supporting our community.  Donate Button  Thank you for your commitment to inspiring hope and making a difference through your generosity. Together, we can build a stronger, more resilient region for our future.  [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.* |  | |  | | | |  | | | |
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# REMINDER EMAILS

REF# RE1STL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** Help Our Neighbors in Need by Supporting United Way

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Your support of United Way of Greater St. Louis helps us provide vital services to help individuals and families. **The need for your support is urgent, with 43% of households in our region facing challenges to meet essential needs like rent, utilities, food, transportation, medical costs, and more.**  When you commit to giving a gift to United Way, you are investing in 160 nonprofits that are helping our neighbors, like:   * Phil, who experienced homelessness after battling drug addiction. * Addi, who escaped domestic violence and endured unsafe shelter experiences in the aftermath of her escape. * Jasmine, an abandoned infant who faced challenges from developmental delays.   Your gift to United Way gives hope to thousands of people like Phil, Addi, and Jasmine.  There is also an opportunity to have a transformational impact by committing at the Leadership Giving level of $1,000 or more. By doing so, you join a network of over 7,000 leaders in our region and gain access to additional benefits, including unique events and programming throughout the year.  Join your colleagues and unite with us to empower our neighbors in need through a secure online gift today.  Donate Button  Thank you for helping us meet the needs of 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.* |  | |  | | | | |  | | --- | |  | | | | |
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REF# RE2STL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** Inspire Hope Through United Way of Greater St. Louis

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Through collective support and giving, we continue to see the power of united impact and this year, that impact was recognized in a big way. Because of your support, United Way of Greater St. Louis led the nation as the #1 United Way fundraising campaign in 2024!  When we unite to help our neighbors, we empower people and inspire change. By giving to United Way, you become a part of a powerful movement – one that uplifts, inspires, and strengthens the safety net of our region. But challenges remain. Many nonprofits are facing challenges and fewer resources. Your support today helps ensure that vital programs and funding for 160 local nonprofits continue to serve the 1 in 3 people across our 16-county region who rely on United Way.  Unite with us by joining your colleagues and pledging your support today.  There is also an opportunity to have a transformational impact by committing at the Leadership Giving level of $1,000 or more. By doing so, you join a network of over 7,000 leaders in our region and gain access to additional benefits including unique events and programming throughout the year.  Donate Button  Thank you for empowering our neighbors through your support of United Way. |  | |

# LAST DAY REMINDER

REF# LDRSTL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** Final Day to Make a Difference Through United Way**!**

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Today is the **last day of the [Company Name] 2025 United Way of Greater St. Louis community campaign,** and your support is pivotal in making sure our neighbors have the support they need to succeed. Please join our efforts to make the St. Louis region a better place to live and thrive by pledging a donation to help empower our local neighbors. Your generosity is needed now more than ever to provide funding and resources to nonprofits, programs, and services that make a lasting impact.  With your support, we will continue to:   * Help 1 in 3 people across 16 counties in Missouri and Illinois. * Partner with 160 local nonprofits that provide vital services to help individuals and families. * Help over 193,000 households identify needs and gain access to crucial services and resources.   There is also an opportunity to have a transformational impact by committing at the Leadership Giving level of $1,000 or more. By doing so, you join a network of over 7,000 leaders in our region and gain access to additional benefits, including unique events and programming throughout the year.  Today is your final opportunity to make a secure, online gift. Working together, we can multiply our impact and empower our neighbors.  Donate Button  Thank you for uniting with us to build a healthier, stronger St. Louis region.  *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@unitedwaystl.org>   
**Subject:** There’s Still Time to Support United Way of Greater St. Louis

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Today, we are extending the [Company Name] United Way of Greater St. Louis campaign. Unite with us to empower neighbors like Ashley.  Ashley endured years of domestic violence and was looking for a way out. A United Way partner agency accepted her into their Women’s Center and provided services and support to heal and recover. The trauma Ashley experienced made it difficult for her to socialize in the beginning stages, but consistent trauma-informed care helped her progress. She overcame her depression, attended a job training program, secured gainful employment, moved into her own apartment, and rebuilt her life.  United Way’s support and funding helped Ashley recover from abuse, isolation, and depression, and a gift from you enables United Way to help other people like her. United Way supports a safety net of 160 local nonprofits that ensure the health and well-being of our neighbors.  If you have not pledged yet, please unite with us to empower our neighbors to overcome challenges and access the resources they need to succeed.  Donate Button  Thank you for helping us build a brighter future for our region. |  | |

# FOCUS AREA EMAILS

# REASONS WE PARTNER

REF# RWPSTL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** United to Empower Our Neighbors

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Neighbors helping neighbors is at the heart of our efforts during the United Way of Greater St. Louis campaign. Our entire region flourishes when we come together to lend a helping hand, and now more than ever, we must unite to uplift our neighbors in need.  Nonprofits across our region are navigating challenges. Your collective gift makes a difference in the lives of over 1 million people every year – supporting programs, services, and initiatives that help meet their immediate and long-term needs. Your support is vital to helping our five areas of impact:   * Basic needs * Youth and childhood success * Financial mobility * Health and well-being * Community stability and crisis response   Each of these is made possible through the collective strength of our community.  Unite with us for the greater good of our community, we can empower our neighbors and amplify our impact. This is more than a campaign – this is a movement.  Please consider making a gift to United Way of Greater St. Louis through this secure online pledge system.  Donate Button  Thank you for helping United Way build strong, resilient communities where everyone can thrive.  *Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.* |  | |  | | | | |  | | --- | |  | | | | |
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# PEOPLE HELPED EMAIL

REF# PHESTL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** How You’re Impacting Lives Through Your Support

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Your support of United Way of Greater St. Louis can make a powerful impact. We help over 1 million people each year access the resources and support they need to live and thrive across our region.  The people you are helping through United Way are:   * Ryan, who stopped breathing due to a 105-degree fever at 2 years old. Eventually, he began having frequent seizures, he was diagnosed with autism, and at times struggled to fit in with other kids due to his disabilities. He and his parents were able to figure out how to navigate these challenges when he was a child, but as he transitioned into adulthood, Ryan needed a source of support to help him develop the personal and professional skills that came with being an independent, functioning adult. Fortunately, a United Way partner agency was able to teach him how to perform the activities of daily living. Now he is gainfully employed, manages his own medication, and lives independently. * Kevon, who was born with birth defects because of drug use during his mother’s pregnancy. With no family to care for him or a stable home, he was placed in a medical foster home until a United Way partner agency was able to research Kevon’s family background and found relatives willing to adopt Kevon. Through United Way, Kevon has a family and a permanent place to call home.   United Way supports a safety net of 160 nonprofits that prioritize the immediate and long-term stability of our local neighbors. These nonprofits are navigating growing demand and challenges. Your generosity is needed now more than ever.  When you make a gift to support our neighbors, you are supporting children like Ryan and Kevon.  There is also an opportunity to have a transformational impact by committing at the Leadership Giving level of $1,000 or more. By doing so, you join a network of over 7,000 leaders in our region and gain access to additional benefits, including unique events and programming throughout the year.  Please unite with us by making a gift to United Way of Greater St. Louis through this secure online pledge system.  Donate Button  Thank you for empowering our neighbors.  *Note: This donation link is unique to you to make pledging your gift easier. For your security, please do not forward this email.* |  | |  | | | |
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# STRONG COMMUNITIES EMAIL

Ref# SCESTL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** Your Gift Keeps Our Community Strong

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  United Way of Greater St. Louis unites thousands of individuals, corporate partners, unions, and agencies to help build strong, resilient communities where everyone can thrive. Support from generous people like you is why United Way is able to help more than 1 million people throughout the St. Louis region annually.  Now more than ever, the 160 nonprofits we support need our help. More than 40% of individuals and families cannot meet their monthly basic needs – housing, utilities, and access to food are the top requests for assistance. By collectively investing in United Way, your donation fuels our efforts to stabilize people throughout our community and help them thrive.  The power of united impact sparks transformational change and inspires hope.  Unite with us and help empower our neighbors by giving a gift to United Way of Greater St. Louis through this secure online pledge system.  Donate Button  Thank you for being involved in our efforts to spark lasting change. |  | |

# FINANCIAL STABILITY EMAIL

REF# FSESTL

From: United Way of Greater St. Louis <epledge@unitedwaystl.org>   
Subject: Help Our Neighbors Achieve Financial Stability

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Financial stability is one of the cornerstones of a successful and fulfilling life, unfortunately, the cost of living continues to burden individuals and families throughout the St. Louis region.  United Way of Greater St. Louis is working hard to change that. Through targeted programs and initiatives that help empower our neighbors and move toward a stronger financial future. Thanks to the generous support from people like you, over 21,000 individuals were able to improve their financial mobility and achieve workforce advancement last year alone.  These life-changing efforts align with the mission and values of [Company Name], and your support plays a critical role. Every gift gives United Way the capacity to help more people increase their income, reduce debt, and build their savings – steps that lead to long-term financial security and independence.  Please join us by making a gift to United Way of Greater St. Louis through this secure online pledge system.  Donate Button |  | |  | | | |  | | | |

# YOUTH SUCCESS EMAIL

REF# YSESTL

**From:** United Way of Greater St. Louis “epledge@stl.unitedway.org”  
**Subject:** Help Local Youth Secure a Brighter Future

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Youth success is essential to a stable future for our region.  Each year, more than 400,000 children and youth thrive thanks to the programs and partnerships of United Way of Greater St. Louis. By investing in services such as head start centers, youth development programs, and post-secondary access, United Way helps young people strengthen key skills in math, reading, science, and technology that paves the way for long-term success.  This work is more important than ever as local nonprofits face growing demand and challenges. Empowering young people in these areas and beyond aligns with [Company Name’s] mission and values, and that is why we are asking you to unite with us and ensure the success of our youth now and in their futures.  Please invest in the success of our youth by making a gift to United Way of Greater St. Louis through this secure online pledge system.  Donate Button  Thank you. |  | |  | | | |  | | | |

# HEALTH AND WELLBEING EMAIL

REF# HWESTL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** United for a Healthier Community

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  United Way of Greater St. Louis emphasizes the importance of providing our neighbors with the resources and support needed to live healthy, whole lives. Our efforts to contribute to the overall health and vitality of the St. Louis region align with [Company’s Name] values, and we hope these shared values encourage you to unite with us for the health and well-being of our neighbors.  Your gift helps United Way support our neighbors through services like senior care, disability assistance, mental health support, rehabilitation, and more.  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 Button  Thank you for contributing to the health and wellbeing of 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.* |  | |  | | | | |  | | --- | |  | | | | |

# ESSENTIAL nEEDS eMAIL Ref# ENESTL

**From:** United Way of Greater St. Louis <epledge@unitedwaystl.org>   
**Subject:** Unite to Meet the Needs of Our Neighbors

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| |  |  |  | | --- | --- | --- | | UW2025Logo | | | |  | | | |  | | | |  | Hi <First Name>,  Individuals and families throughout the St. Louis region struggle to make ends meet every month. Right now, **43% of households in our region cannot meet monthly needs like rent, utilities, food, transportation, and medical costs.**  By pulling together and giving collectively, we enable United Way to support a network of nonprofits that help our neighbors meet these important needs and more. We help to alleviate the burden of the cost of living for them so they can have hope for a better future.  A pledge from you inspires hope – A one-time $25 donation provides 100 meals for children, families, and seniors facing hardship.  You have the power to change someone’s life today by making a gift to United Way of Greater St. Louis through this secure online pledge system.  Donate Button  Thank you for helping us meet the needs of our community. |  | |  | | | |

# Specific Circumstances Emails

# Email from Executive

Ref# EFESTL

**From:** <Executive Name> <epledge@unitedwaystl.org>   
**Subject:** Build a Brighter Future for Our Region

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| UW2025Logo | | |
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|  | Dear <First Name>,  United Way of Greater St. Louis has inspired hope and change in our community for over a century and that is why [Company’s Name] colleagues, and I are proud to be supporting them. United Way focuses on helping people live their best possible lives by providing funding and support to a safety net of 160 nonprofit partner agencies that help our neighbors get access to the resources and support needed to live here and thrive.  They work together to keep our region healthy and resilient by providing food, shelter, education, clothing, and more. Support from you ensures that United Way will be able to continue to empower our neighbors.  Companies like ours can have a transformational impact by supporting United Way. I am excited for us to work hand in hand with United Way to build a brighter future for our region.  On behalf of our leadership team, thank you. Your support of United Way of Greater St. Louis changes lives.  Donate Button  Sincerely, [Executive Name] |  |

# Emails to Leadership Level Donors

Ref# LLD1STL

**From:** United Way of Greater St. Louis “epledge@unitedwaystl.org”  
**Subject:** Leadership Givers Inspire Transformational Change

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|  | Dear <First Name>,  Your support as a Leadership Giver gives you the opportunity to spark real, long-lasting change. A Leadership Gift of $1,000 or more helps United Way of Greater St. Louis in its ongoing efforts to ensure local individuals and families have the tools and support they need today and in the future.  As a Leadership Giver, you have the power to impact monumental change while also gaining access to opportunities through professional development events, volunteering and networking with other local professionals and community leaders who share your passion for helping people. You will also have access to tax-smart and planned giving support that we only offer to you as a Leadership Giver.  Please consider uniting with us 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 people live their best possible lives.  Donate Button  Thank you for taking the extra step to make our community safer, healthier, and better equipped to take on the future. |  |

Ref# LLD2STL

**From:** United Way of Greater St. Louis “epledge@unitedwaystl.org”  
**Subject:** Renew Your United Way of Greater St. Louis Leadership Gift

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|  | Hi <First Name>,  As a United Way of Greater St. Louis Leadership Giver, you are a champion for positive change, and we thank you for your willingness to lend a helping hand to our neighbors in need. Your selflessness helps people like Tracy move from crisis to stability.  The sudden death of Tracy’s mother caused depression, and soon after, she fell seriously ill and had to be put on a ventilator, all while losing her job and home. Thanks to a United Way partner agency, she received the help and medication she needed, which helped her recover and reclaim her health, secure employment, permanent housing, and learn how to grieve the loss of her mother.  United Way’s Leadership Givers like you give Tracy hope during times of despair.  Today, we ask you to unite with us again through a gift of $1,000 or more as a Leadership Giver. Through this pledge, you will join a group of more than 7,000 local leaders and benefit from exclusive Leadership opportunities, including professional development events, volunteering, and networking with other professionals who share a passion for helping people. You will also have access to tax-smart and planned giving support that we only offer to you as a Leadership Giver.  Donate Button  Thank you for your leadership. |  |

# EMAIL TO LAST YEAR’S DONORS

Ref# LYDSTL

**From:** United Way of Greater St. Louis “epledge@unitedwaystl.org”  
**Subject:** Continue to Unite with Us to Impact Long-Lasting Change

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| UW2025Logo | | |
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|  | Hi <First Name>,  We are so grateful for your support of last year’s campaign. Your contribution made a real difference, helping us meet both immediate and long-term needs for our neighbors.  And together, we accomplished something incredible – United Way of Greater St. Louis had the #1 United Way fundraising campaign in the nation in 2024! This remarkable achievement reflects your generosity and the strength of our community. But the work is far from over. Many neighbors are still facing significant setbacks. In fact, over 40% of households in our region struggle to afford essential needs like rent, utilities, food, transportation, and medical costs.  That is why we are asking you to unite with us once again to help people live their best possible lives.  When you give a gift to United Way of Greater St. Louis, it goes further than you think! You are helping more than 1 million people annually. Every dollar you contribute directly supports 160 nonprofits, programs, and initiatives that help our neighbors in need.   * A $5 a month gift can provide an entire month of infant formula for a family in need. * A $25 one-time donation provides 100 meals for children, families, and seniors facing hardship. * A $500 annual gift funds 10 hours of job training or coaching, empowering someone to achieve their career goals.   United Way is more than a campaign – we are a movement. Together, we can build a brighter future for our entire region.  Please join us again this year by pledging today to United Way of Greater St. Louis.  Donate Button  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.* |  |
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# Email to Non-Donors

Ref# NDNSTL

**From:** United Way of Greater St. Louis “epledge@unitedwaystl.org”  
**Subject:** Help Us Amplify Lasting Change Throughout Our Community

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|  | Hi <First Name>,  United Way of Greater St. Louis unites the community with one goal in mind – helping people live their best possible lives.  For over a century, United Way has been a trusted partner and source of support for our neighbors in good times and in times of great need.  Right now, our neighbors and nonprofits need our help. More than **40% of households in our region struggle to meet basic monthly needs like rent, utilities, food, transportation, and medical costs.**  Your support gives hope. A gift of any size from you will help us in our efforts to build strong, resilient communities where our neighbors overcome challenges, and everyone can thrive.  Unite with us so we can work hand in hand to make sure our neighbors have the support they need to succeed. Please pledge a gift to United Way of Greater St. Louis through this secure online pledge system.  Donate Button   Thank you for being a part of transformational change. |  |
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