**2022 United Way Campaign Emails and Letters**

**Pre-kickoff Email**

**Subject:** Coming Soon: United Way’s 100th Annual Campaign

Hi <First Name>

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

As we celebrate a century of United Way helping people in the St. Louis region, join as we look to their next 100 years in the community. Because of the generosity and support of so many of our neighbors (like you!) over the past century, United Way has made an incredible impact and changed the lives of millions of local 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, [learn more](https://helpingpeople.org/100-year/) about how United Way has been helping here for the past 100 years.

Thank you!

**Kickoff 1**

**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, United Way of Greater St. Louis is celebrating a huge milestone – 100 years of helping people – and we hope you’ll join the celebration and pledge to United Way to be a part of the future impact in the community.

Your support 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 provdes first month rent for family in crisis

Please join in today and make a gift to United Way of Greater St. Louis that will have a lasting impact for so many.

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

**Kickoff 2**

**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 address 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, join these efforts by contributing a gift to United Way of Greater St. Louis today.

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

**Kickoff 3 from Executive**

**Subject:** Why We Support United Way

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 supports 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!

Thank you for your generosity and support of our community.

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**Reminder 1**

**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 pledge today.

Thank you for supporting United Way.

**Reminder 2**

**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.

Thank you for building a stronger community through United Way.

**Email to extend campaign**

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

Dear <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 the efforts to build a bright future for neighbors like Mr. C and the entire St. Louis community.**

We hope will join 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.

Thank you for being a part of our impact.

**Email to outstanding donors**

**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 United Way’s 100-year anniversary and their impact in the St. Louis region over the past century. We hope you will join 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 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.

Thank you.

**Email to Leadership Givers 1**

**Subject:** Make a United Way Leadership Gift

Dear <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 the Leadership Giving 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 to help local people live their best possible lives.

Thank you for your commitment.

**Email to Leadership Givers 2**

**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 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.

Thank you for your leadership.

**Financial Security**

**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 today by making a gift to United Way of Greater St. Louis today.

Thank you for investing in our community.

**Youth Success**

**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 today.

Thank you.

**Health and Wellbeing**

**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 today.

Thank you for helping us build a healthy community.

**Essential Needs**

**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 today.

Thank you for being a part of our impact.

**People Helped**

**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 you help 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 today.

Thank you for helping your neighbors.

**Reasons We Partner**

**Subject:** Your gift helps 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 support of United Way 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.

**United Way’s 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 today

Thank you for being a part of this impact.

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