

## E-Blasts and Messages

**Announce the campaign:** Mark your calendars! (Company name's) campaign for United Way of the Ohio Valley is scheduled from (date – date). As Employee Campaign Manager, I look forward to the fun and exciting activities we have planned. The United Way campaign is our opportunity to show how we support the LIVE UNITED movement. I am excited about our shared efforts in the coming weeks and encourage your involvement and support. Stay tuned to find out how to be part of the LIVE UNITED movement at (Company name).

**Announce the campaign kick-off:** Bring your enthusiasm and a big heart to (Company name's) United Way of the Ohio Valley campaign kick-off. Everyone is invited to take part in (potluck lunch, ice cream social, chili cook off, etc) tomorrow in the (location) at (time).

**LIVE UNITED message:** What is LIVE UNITED?

**LIVING UNITED** is: mowing your neighbor's lawn, volunteering at church, coaching a child's team, and helping a senior get to the grocery. It's reaching out a hand to one, and influencing the condition of all, changing the lives of those who walk by us every day. Now tell others what LIVE UNITED means to you!

**LIVE UNITED message #2:** Everyday in our local community and in communities all across the country, people are creating opportunities for everyone by focusing on the building blocks of a good life –education, income and health. And they're doing it on their own terms and in their own way. By reaching out a hand to one, you're helping create opportunities for a better life for all. That's what it means to LIVE UNITED – working together, solving problems, creating lasting change. And you too can make a difference when you LIVE UNITED. Join with your fellow employees at (Company name) in supporting United Way of the Ohio Valley.

**Announce and Invite to attend Group Meetings:** Please plan now to join us and learn about how your support of United Way makes a meaningful difference in our community. These are challenging times for so many people in our community and we have a chance to help change things for the better. United Way of the Ohio Valley is the largest funder of our communities' vital health and human service network. At a time when the need for help is growing, this is our opportunity to make a difference and change things for the better. Employee Group meetings will be held on (insert date/s and time) at (location). We will have (door prize drawings/ refreshments/activities, etc ) and you will hear from a guest speaker about how you make a difference when you give, advocate and volunteer with United Way. I look forward to seeing you there!

**Update your campaign progress:** Way to go! We have reached \_\_\_\_\_ % of our goal. Last week was a great week thanks to our participation and (highlight a short story from any events that happened last week for your campaign). Please be sure to turn in your pledge form by (date), so we can achieve our final goal of (amount or participation goal). Thanks to everyone who has joined the campaign and invested in our community through the United Way campaign. However you give and every donation inspires hope and touches the lives of many people in our community. I am happy to answer any questions you have about giving to United Way of the Ohio Valley...so email me or stop by!



**Brief Messages and Fast Facts for email, newsletters, or enhancing your campaign:**

Who needs our help the most? Fortunately, you don't need to choose. By giving an easy payroll deduction or donation to United Way, you're helping support over 84 vital programs that help all kinds of people with a wide range of services right here where we live and work.

**Education Fast Fact: Did you know** ...Research has proven that for every \$1 dollar invested in quality early childhood development provides a \$17 return on that investment! United Way works to ensure that all children in our community are healthy, safe, nurtured and ready to succeed in school.

**Income Fast Fact: Did you know** ...That Education, income and health are the basics we all need for a good life.

**Education Fast Fact: Did you know**...Sometimes high school dropouts report they dropout because no one encouraged them to stay in school.

**Health Fast Fact: Did you know**... The best predictor of one's health is their wealth; children living in poverty are 7x more likely to have poor health as to children living in high-income households.

Do you want to make a difference in the lives of children, families struggling to make ends meet, homelessness, literacy, hunger, domestic violence, healthcare, high school graduation rates, mental health, domestic violence, disaster relief services, care for the elderly... the lives of your coworkers, local neighbors and friends. Through your contribution to United Way, you can help change things for the better for all of these situations – right here where we live.

**LIVE UNITED.** Think of we before me. Reach out a hand to one and influence the condition of all. Volunteer.