

# EMAIL TEMPLATES

Use these messages for your internal campaign communication. Remember to include any important event reminders and campaign updates each time! These can be added to existing newsletters, sent as part of your company-wide campaign emails, or sent as stand-alone communications. You can send one per day or across a number of days, depending on the length of your campaign. Feel free to attach relevant flyers from [www.uwstory.org/campaign-toolkit](http://www.uwstory.org/campaign-toolkit) to your communications!

## INTRODUCING THE PARTNERSHIP

Community issues cannot be addressed in isolation – the challenges facing our neighbors are interconnected and often compounding. That’s why we partner with United Way of Story County. They are uniquely positioned to tackle these issues head-on, thanks to its team of partner agencies, strong coalitions, data experts, business supports, and dedicated volunteers.

We are honored to be part of this impactful partnership and invite you to join us by giving, advocating, and volunteering. United Way’s community impact work aims to build more connected communities. By 2030, United Way is committed to achieving the following community impact goals:

- Bright Futures: Offer 12,500 high-quality educational opportunities annually.
- Financial Empowerment: Invest in tools to build long-term financial stability for 1,000 households annually.
- Collective Well-Being: Meet basic needs while fostering 15,000 meaningful connections.

Thank you for your past commitment and continued support!

**Include any details about your pledge process, communications plan, or other information you feel is important!**

## UNITED WAY’S COMMUNITY IMPACT GOALS

United Way focuses on Bright Futures, Financial Empowerment, and Collective Well-Being as the building blocks for a great quality of life. They unite local resources to build a community that inspires and

supports: a quality education leading to stable employment, an income that supports a family through retirement, and good health. This vision can be accomplished through your partnership and support.

United Way monitors the human services landscape annually, monthly, and even daily. We use data to identify needs and prioritize funding for solutions. Local volunteers decide which programs to support. United Way of Story County funds over 90 programs annually, provides grants to promote housing stability, and undertakes special projects in areas where needs are not being met. Learn more about our allocation process at [www.uwstory.org/how-dollars-get-divided](http://www.uwstory.org/how-dollars-get-divided), and about partner agencies and their areas of work at [www.uwstory.org](http://www.uwstory.org).

**Include any details about your pledge process, progress towards goal, or communications plan.**

## EVERY GIFT MATTERS

United Way of Story County is a strategic leader in building countywide partnerships to identify needs and to develop, support, and evaluate effective human services, especially in the areas of health, education, and financial stability for our diverse community.

Our campaign has kicked off, and the first gifts are already coming in. You have the opportunity to make a lasting impact in the community at any time. Here is what a donation can do for Story County:

- \$1 a day can provide 36 commodity food boxes for seniors.
- \$1 a week can provide developmental toys for children at a partner agency childcare center.
- \$1 a month can provide an hour of social/recreational coaching for a Special Olympics Athlete.

Your choice today will impact needs throughout the community.

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## REAL PEOPLE, REAL STORIES

“The more network you have in the community, the better your prospects for all kinds of things in life,” says Mike Todd, educator and Executive Director at The Community Academy (TCA), as he steps out of the bustling new greenhouse and shares about his work. Mike and 15-year-old Alyosha chat as old friends, sharing stories and lessons learned. Now in their eighth summer, TCA is helping dozens of students like Alyosha grow as service-minded citizens through hands-on learning and real community engagement.

In his work as a teacher, Mike sees too many students slip through the cracks in traditional education, often due to a lack of meaningful connections. He’s working to change that. “We are looking for ways to set up a system that impacts all kids,” he explains. Nearly half of the students attending TCA programs come from low-income households, but Mike firmly believes this shouldn’t hinder a child’s connectedness and opportunity. This is where partners like United Way of Story County create such an impact on the success of The Community Academy.

Many others have been impacted by the work that United Way of Story County has been doing since 1953. You can stay up-to-date by checking out their news site at [www.uwstory.org/news](http://www.uwstory.org/news) or by joining their email list at [www.uwstory.org/email-signup](http://www.uwstory.org/email-signup).

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## UNITED WAY'S FIVE YEAR PLAN AND GOALS

In 2020, United Way of Story County laid out a detailed community impact plan with ambitious goals, all of which were achieved by 2025. This year, we are creating a new five-year strategic plan and community impact goals that better align with the work we are doing to make the community a place where all can thrive.

Through the accomplishment of our Community Impact Goals from 2020, we recognized a deeper need in the Story County Community that could be accomplished by better defining our impact areas.

**Attach graphic on community impact goals from toolkit!**

## THANK YOU FOR YOUR SUPPORT!

United Way of Story County is a leader driving change in our community. As a community-based, community-run organization, we rely on your support. Thank you for caring and for being an essential part of our mission. We could not do the work we do without you. To learn more about how your support is making an impact, be sure to check out our website at <https://www.uwstory.org>!

**Include any details about your pledge process, progress towards goal, or communications plan, including final campaign numbers or successes!**