



# NEWSLETTER BLURBS

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 or sent as part of your company-wide campaign emails. You can send one per day or across a number of days, depending on the length of your campaign.

#1	<p>United Way is a leader in driving change in the lives of people in Story County through Bright Futures, Financial Empowerment, and Collective Well-Being. Check out our website to see our newest work, <a href="http://www.uwstory.org">www.uwstory.org</a>, or on social media, United Way of Story County on Facebook and LinkedIn, and @unitedwaystoryco on Instagram.</p>
#2	<p>Join United Way in driving change for a connected community. Your donations impact a number of agencies and programs throughout Story County. Every gift, no matter the size, makes a huge difference.</p> <p>\$1 a day provides 45 home delivered meals for seniors.</p> <p>\$1 a week ensures two sessions with a bereavement counselor for someone struggling with the loss of a loved one.</p> <p>\$1 a month supports new literacy skill-building games at a partner agency.</p>
#3	<p>Interested in joining an affinity group? Connect with like-minded philanthropists and amplify your generosity through collective action.</p> <p>Leadership donors give \$1,000+ annually, profoundly influencing United Way's mission.</p> <p>Women United donors are leadership donors who sponsor programs for women that teach financial literacy, support continuing education, and scholarships.</p> <p>Young Leaders Society members are under age 40 and contribute a minimum of \$250 annually. They engage deeply with community needs and United Way solutions.</p>
#4	<p>The essentials of a good life are universal: a quality education leading to stable employment, an income that supports a family through retirement, and good health. United Way partners with programs addressing these needs. Discover current partner agencies and their areas of work at <a href="http://www.uwstory.org">www.uwstory.org</a>.</p>
#5	<p>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 <a href="http://www.uwstory.org/how-dollars-get-divided">www.uwstory.org/how-dollars-get-divided</a>.</p>
#6	<p>United Way of Story County works with the community to offer programs with real, lasting impact. You can read more about Wheels for Work at <a href="http://www.uwstory.org/wheels-for-work">www.uwstory.org/wheels-for-work</a> and more impact stories, like the one below, at <a href="http://www.uwstory.org/news">www.uwstory.org/news</a>.</p> <p>“Emma was juggling a lot between working night shifts and bringing her daughter to newborn appointments. Without her own car, she often had to ask for rides from family or friends or find another way around town. Now, searching for consistent transportation can be crossed off her list. After applying and being approved for the Wheels for Work program, Emma got the keys to a 2005 Mercury Sable earlier this month. Emma’s reaction said it all –relief, gratitude, and excitement shining through as Nick Johnson of Ames Ford reflects on the unforgettable moment.</p> <p>Many people in Story County face transportation barriers, making other needs, such as food, a steady income, and childcare, less accessible. While Ames offers several forms of public transportation, many needs still go unmet—especially for those with specific work schedules and for residents of other Story County communities where options are far more limited. However,</p>

#7

since beginning the Wheels for Work program, more than 80 families have been able to achieve

United Way of Story County unites local resources to uplift our neighbors. It is a community-based, community-run organization, we rely on your support. Your compassion and generosity make a profound difference. Thank you for being an essential part of our mission and community.