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**United Way Campaign Emails**

**WELCOME MESSAGE**

**UNITED TODAY, STRONGER TOMORROW.**

This past year was challenging for our community due to the lingering effects of the pandemic and ever-rising inflation. Our neighbors were suffering physically, mentally and economically – and it would have been easy for all of us to feel defeated with the many difficulties we encountered.

But in a remarkable testament to this community’s caring spirit, people like you found ways to rally together and make a difference in thousands of lives. Now, we need your help to carry this incredible sense of community spirit forward.

For nearly 100 years, United Way of the Midlands (UWM) has used its community-wide perspective to identify local needs that are going unseen or unmet – and they’ve partnered with corporate, government organizations, nonprofits and people like you to tackle them.

With your support, UWM can continue to help those who are struggling in the metro. When you make a gift, you’re supporting investments in more than 100 local nonprofit agencies and direct services. Together, these agencies and services are addressing pressing social and economic disparities and meeting families’ essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation and job training.

That means, with just one donation, you are joining thousands of other donors and helping build a Circle of Support around our community.

And because UWM is committed to keeping costs low, you can feel good knowing that more than 93 cents of every dollar you donate is going back into our community. UWM also collects program results, measures impact and shares it with donors so you can see the results of your investment firsthand.

Thank you for your consideration and support. We know that – united – we can build an even stronger tomorrow here in our community.

**KICKOFF EMAIL**

**SUBJECT LINE: Our community needs your help! Make a United Way pledge today.**

**BODY TEXT:**

Right now, the demand for services from nonprofit organizations in our community is growing. With the highest inflation we’ve seen in decades creating unprecedented increases in the cost of basic essentials, gas and more – lower-income earners are facing additional challenges as they try to provide for their families. And for the first time in over a year, requests for food assistance are on the rise as **one in three families** in the metro area is finding it hard to make ends meet.

And for a single donor, addressing all the challenges our community is facing can be difficult and overwhelming – requiring research, time and funds that may be in short supply. That’s where United Way of the Midlands (UWM) can help.

For nearly 100 years, UWM has used its community-wide perspective to identify local needs that are going unseen or unmet – and they’ve partnered with corporate, government organizations, nonprofits and people like you to tackle them. When we work together as a team, it results in big wins for our community!

Your donation to UWM will fund more than 100 local nonprofit agencies and direct services that have been vetted by experts and community volunteers. Together, these programs and services are addressing social and economic disparities here in our community and meeting families’ essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation and job training.

That means, with just one donation, you join thousands of other donors to create a Circle of Support for community members so they are better equipped to grow, thrive and provide for themselves and their families.

Please consider joining “Team United” by making a pledge today! Here’s how:

**REMINDER EMAIL #1**

**SUBJECT LINE: Help those who need it most in our community with your pledge to United Way.**

**BODY TEXT:**

Yesterday a young girl went without dinner. A veteran lost his job. And families across the metro wondered how they were going to make ends meet.

You can help fellow community members, like these, get back on their feet by making a gift to this year’s United Way of the Midlands (UWM) campaign.

UWM was built to bring together individuals, businesses and nonprofits to help members of the metro through crises – whether they are personal, economic or as widespread as a natural disaster or pandemic. And as the number of those seeking assistance keeps going up – donors like you continue to play a significant role in their work.

Committed to investing donor dollars as effectively and efficiently as possible, UWM invests more than 93 cents of every donated dollar back to local nonprofit agencies that are addressing pressing social and economic disparities and meeting families’ most essential needs so they can grow and thrive.

And, because UWM collects program results, measures impact and shares it with donors, you can feel good knowing you’re helping to make a real difference.

Please take a moment to learn about the programs that are changing lives right here in our community at www.unitedwaymidlands.org.

Here’s how you can make your pledge today:

**REMINDER EMAIL #2**

**SUBJECT LINE: You’re just a few clicks away from helping our neighbors in need. Give today!**

**BODY TEXT:**

Life is complex – and so are the challenges that metro-area residents are facing. Someone who needs food might also struggle with physical and mental health, job pressures, housing stability and more.

At any moment, families across the metro may be faced with a crisis – whether it’s as widespread as the pandemic or a natural disaster, or something more personal. **Will you make a gift to United Way of the Midlands (UWM) today to ensure a Circle of Support is available to help individuals and families when they need it?**

Your gift will fund the nonprofit programs and direct services that can most efficiently address community members’ essential needs. All of the agencies and programs selected to receive UWM funding are reviewed and vetted by a team of subject matter experts and volunteers. This diverse and dedicated group of more than 100 individuals use their critical thinking and expertise to make funding recommendations – allowing UWM to make the best investment decisions for the metro area.

Here’s how you can make your gift today:

**REMINDER EMAIL #3**

**SUBJECT LINE: A gift of any size makes an impact! Make your pledge today.**

**BODY TEXT:**

It doesn’t take much to make a difference.

You can help people in need right here in the metro by making a contribution of any size to this year’s United Way of the Midlands campaign. When thousands of people like you give, your combined generosity funds 100s of local nonprofit agencies that help form a Circle of Support around our community.

That means when you make your donation, you’ll be lifting up…

* Your daughter’s five-year-old classmate who doesn’t know where her next meal is coming from.
* Your older neighbor who was recently diagnosed with cancer.
* Your coworker’s teenager son who is struggling in school because he’s working two jobs.

And when we make sure more people in our community have what they need to grow and thrive, we build a stronger tomorrow for everyone in the Omaha Council-Bluffs metro.

Here’s how you can make your pledge today:

**“EXTENDED CAMPAIGN” EMAIL**

**Subject:** We’re extending our United Way campaign. There’s still time to make your gift!

We're excited to announce that we’re extending our United Way campaign so everyone can have the opportunity to give back to our local community.

A contribution of any size will help make a difference. With our assistance, people in the Omaha-Council Bluffs metro area can access the essentials they need to grow and thrive.

United Way of the Midlands’ online pledge site is a fast, secure and easy way to build a stronger tomorrow for our community. It's also a way to learn more about the challenges people in our community are facing and the programs that are changing their lives for the better.

Please take a moment to make your pledge.

Here’s how to make your gift:

**CONFIRMATION EMAIL**

**Subject:** Your United Way Pledge Confirmation – Thank You!

**YOU are helping build a stronger tomorrow for our community.**

Thank you for making a gift to our United Way campaign. Your generosity is a true testament to the caring spirit that runs deep in the Omaha-Council Bluffs metro!

Your donation helps create a Circle of Support for our community during challenging times. With access to supports that go beyond the basics, our neighbors are better equipped to grow, thrive and provide for themselves and their families.

We are so grateful for YOU and your dedication and support for our community!

**<Gift details>**