**Reminder Email #2**

**SUBJECT LINE: It’s easy to help your neighbors in need. Give today!**

**BODY TEXT:**

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

At any moment, families across the metro may be faced with a crisis – whether it’s as widespread as the pandemic 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 most?**

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: