



United Way
Montcalm-Ionia Counties

CAMPAIGN SAMPLE EMAILS

EMAIL SAMPLE #1

Subject Line

Invitation to LIVE UNITED

Body

[FIRST NAME],

This is your invitation to LIVE UNITED. Be a part of improving the education, health and income of people in your community. United, we stand. United, we elevate. United, we can change what we see in the world around us. Please give to United Way Montcalm-Ionia Counties by clicking the following this link: [INSERT YOUR WORKPLACE SPECIFIC LINK]

EMAIL SAMPLE #2

Subject Line

Make a Difference

Body

[FIRST NAME],

Want to make a difference? Join [name of business]'s United Way campaign. We are uniting to inspire change and build thriving communities. Visit [INSERT YOUR WORKPLACE SPECIFIC LINK] to learn more.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

EMAIL SAMPLE #3

Subject Line

How to LIVE UNITED

Body

How to LIVE UNITED at [name of business]

Open your heart. Lend your muscle. Find your voice.

GIVE 10%. GIVE 100%. GIVE 110%.

Reach out a hand to one
and influence the condition of all.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED.

Please fill out the online form at: [INSERT YOUR WORKPLACE SPECIFIC LINK]

EMAIL SAMPLE #4

Subject Line

How much do you really know about UWMI?

Body

[FIRST NAME],

United Way Montcalm-Ionia Counties is a proud part of this community. Get to know UWMI better with these five facts.

1. UWMI has three focus areas: health, education and financial stability.
2. Why? They are the building blocks for a thriving life.
3. UWMI is grateful for its many supporters; you probably know one of them. Over 700 people in our communities as supporters. Change wouldn't happen without them.
4. UWMI takes on the difficult issues – the ones without easy answers. Helping all kids be ready for school. Tackling hunger. Helping all of our neighbors find safe and stable homes.
5. We're stronger when we LIVE UNITED. Bringing people together is part of what UWMI does. Whether that's volunteers, other nonprofits, local lawmakers or people from other areas of the community.

Ready to get to know even more about UWMI? Find out more about why UWMI fights for the people of these communities and what problems are being tackled today: [INSERT YOUR WORKPLACE SPECIFIC LINK]

EMAIL SAMPLE #5

Subject Line

Are you ready to join the fight?

Body

[FIRST NAME],

United Way Montcalm-Ionia Counties fights for the health, education and financial stability of every person in our community. And when you support UWMI you join this fight.

When we LIVE UNITED you help local people thrive. Whether that's finding solutions to end hunger, supporting kids who don't know how to read, helping people who are homeless, addressing community-wide addiction, or other social crises – it's about standing up to the complex causes of our region's most daunting problems.

Because of people like you, UWMI has been able to fight for:

- 39,560 households to receive food assistance
- 28,427 books distributed to children 0-5
- 1,254 individuals meeting the USDA/HHS recommended 5-9 daily serving requirements of fruit and vegetable consumption

Join us and fight for the people in our community. Learn more about how you can help at: [INSERT YOUR WORKPLACE SPECIFIC LINK]

THIS IS HOW WE LIVE UNITED