**SAMPLE EMAILS/ANNOUNCEMENTS**

**CAMPAIGN PREVIEW – SEND ONE WEEK PRIOR Subject Line: What does the future hold?**

(insert company name) United Way campaign starts next week! It’s a great opportunity for us to have a little bit of fun as we learn more about the conditions in our community. You’ll see how United Way is focused on creating a better future for people throughout Yuma County.

During the United Way campaign, we all have a chance to help better a life in our community. How can you get involved?

* Attend your United Way department meeting and learn about the work UW does in our community
* Turn in your completed pledge form by \_\_\_\_\_\_\_\_\_

Let’s have a great campaign!

(Insert name/signature)

**LEADERSHIP**

Dear Employee,

I am very proud of our staff for helping to make our community better. We are a long standing partner with United Way of Yuma County and I know we can set a great example for the rest of the businesses and organizations in our community.

One way we do this is through our participation in the annual United Way campaign. United Way of Yuma County offers everyone an opportunity to help others with the confidence that dollars contributed are well spent right here in our community.

(insert company name) believes in the effectiveness, efficiency and accountability of our local United Way. That is why we provide the time and opportunity for our employees to learn about the services funded by United Way, so that they can make an informed giving decision. We also offer payroll deduction to enable you to give as generously as possible without greatly impacting your family's budget. We do this because our community's needs are great and we believe that everyone has a stake in making it a better place to live.

Please give serious consideration to this opportunity to be a part of something that helps so many. If you did not receive a pledge form at the kickoff meeting, please see \_\_\_\_\_\_.

Turn in all pledge forms to \_\_\_\_\_\_ by DATE.

Thank you!

Sincerely,

(NAME)

**INSERTS/TESTIMONIALS (photos can be added)**

**Kari’s Story about EyeSpy 20/20:**

My name is Kari Tatar. I am mom to Teagyn, a witty 7 year old 2nd grader. I am a previous employee of United Way of Yuma County and I’ve been a part of the team that is currently vision screening children in Yuma County schools. After vision screening 3 different schools and seeing a 25% failure rate among our local children, I decided to get Teagyn’s vision checked. She’s never complained about her vision, but I knew it didn’t hurt to have her take an official vision exam. During that exam, I was shocked to learn that Teagyn not only needed glasses, but she had astigmatism! The impact of UWYC’s program was very personal and emotional for me. I would have never thought to have my daughter checked had I not been personally involved in vision screening through my job. I’m so grateful for this program and I encourage anybody to come see first-hand how this program is changing lives in Yuma County!

**Amber’s Story about FamilyWize:**

Amber tells us, “I gave the cards to my parents who have Health Savings Accounts with very high deductibles. My stepfather takes a blood pressure medication which went down over $40.00 to

$15.00. Huge savings!” The FamilyWize program has saved local Yuma resident over $750,000.

**Operation School Bell (Community Fund recipient)**

“Poverty is still a major concern in our community. Our sales at our thrift store have soared, indicating a real need for parents to have sources for inexpensive clothing and home goods. New school clothing, especially school uniforms present a financial burden for many families in Yuma County”. Thanks to funds Operation School Bell has received from United Way, Operation School Bell is able to provide over 1,000 children with free clothing, shoes, books, school supplies and health kits.

**Did you know?**

Every 6.5 minutes a child is diagnosed with irreversible vision loss that could have been prevented with early detection. Vision disorders are one of the most common disabling conditions in childhood; yet, up until 2019, vision screening in schools was not mandated by the state of Arizona. With vision problems affecting nearly 13.5 million children nationwide and 1 in 4 children in Yuma County, the need to accurately detect potential vison disorders and get children into a pair of eye glasses is overwhelming.

EyeSpy 20/20 is the world's only completely automated, subjective vision screening method. It assesses threshold visual acuity, color vision, and stereopsis. United Way is proud to be implementing this system in Yuma School District #1, Gadsden Elementary School District #32 and the Yuma Union High School District #70.

Last year the United Way team visited over 15 schools and screened over 5,000 children for potential vision disorders. Of those screened, over 1250 failed the exam.

Help them give students the best start they can get! Donate today or become a vision screening volunteer by contacting them today!

**Halfway**

We are halfway there and we are off to a great start! Many from our team are making commitments to achieve the biggest possible improvement in the lives of people throughout Yuma County. For more information on how United Way is helping our community, visit [www.liveunitedyuma.org](http://www.liveunitedyuma.org).

If you have already given, THANK YOU! Remember, pledge forms are due by (insert date)

In this together,

(insert name)

**FINAL DAY**

EMAIL SUBJECT: Final day! Your United Way donation changes lives.

Team,

Today is the last day of our United Way campaign!

To those who have already donated, thank you for supporting lasting change in our community. For those who have not made a donation yet, there’s still time! We are asking everyone to please consider making a donation, no matter how large or small, to help ensure everyone in our community has access to the resources they need.

Donating to United Way is an easy and powerful way to change lives.

Still wondering why you should give to United Way?

* **Your donations stay local.** United Way invests in programs and initiatives right here in Yuma County.
* **Your donations are efficient.** Your donations are leveraged with others to make one large pool of funds to help meet the most pressing needs in our community.
* **Your donations are effective.** United Way invests in programs that create lasting change. The results are measurable, sustainable, and meet current community needs.

**Will you join me in Living United?**

Sincerely,