**Campaign Launch Email Blast**

{GREETING}! {BUISNESS NAME} is excited to launch our 2023-24 United Way of Cayuga County fall Campaign and celebrating their Next 100 Years in our community.

Campaign Link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

More than HALF of Cayuga County residents turn to a United Way funded Member Agency. Thanks to your past generosity, the United Way is currently funding 33 distinct programs and services within 24 Member Agencies.

As the United Way of Cayuga County enters their second century of service, they are striving to meet our neighbors where they are through program funding, new initiatives, and reconnecting with the community through Regional Campaign Chairs to lead this year’s annual fundraising efforts. This year, the Campaign is being led by representatives from our three regions:

* County North: Joanna Bilinksi of Auburn Crane & Rigging and Weedsport resident and Gennie Bartholomew of Port Byron
* County Central: Team Nucor represented by Auburn native Amanda Grover and Duane Thomas of Sennett
* County South: Christine Bickal of Union Springs who previously worked for Catholic Charities, a funded Member Agency

As a long-time partner of the United Way, {BUISNESS NAME} is turning to you to help create brighter futures for your neighbors, friends, and colleagues by supporting the United Way Campaign. Gifts small and large come together to make a long-lasting, positive impact on our community.

This year, our goal is {INSERT YOUR CAMPAIGN GOAL HERE} to support our community. We need your help—make your 2023 gift between {INSERT YOUR CAMPAIGN DATES HERE}.

Make your gift by following the link above to complete your digital pledge form. (Yes, you can give via payroll deduction online!) If you prefer to complete and submit a paper form, print the attached form, complete, and return to me before our campaign ends.

Stay tuned and follow the United Way on [Facebook](https://www.facebook.com/United-Way-of-Cayuga-County-203556559675877/), [Instagram](https://www.instagram.com/unitedwayofcayugacounty/), and [Twitter](https://twitter.com/unitedwaycayuga?lang=en).

{SALUTATION},
{YOUR NAME}

SUGGESTED ATTACHMENTS:

* Digital Pledge Instructions
* Pledge Form PDF
* Did You Know

**Mid-Campaign Reminder Email Blast**

{GREETING}!

We are {INSERT HOW FAR} through our United Way Campaign and only {XXXX} away from our company goal of {INSERT GOAL}! Support your friends and neighbors by making your gift by {CAMPAIGN END DATE}!

Campaign Link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

Your gift to the United Way supports Cayuga County families and individuals, regardless of socio-economic backgrounds. Did you know that…

* $52 a year (or $1 a week) subsidizes the cost of keeping the food pantry stocked and soup kitchen running
* $104 a year (or $2 a week) supports a quarterly voucher for households struggling to keep up with their heat and electricity bills
* $260 a year ($5 a week) purchases an amplified phone AND wireless strobe light doorbell for 2 of our neighbors who have experienced hearing loss
* $520 a year ($10 a week) provides math tutoring services for a classroom of 20 at-risk youth in our community

Many in our community who are seeking programs and services are [ALICE](https://www.unitedforalice.org/new-york)—Asset Limited, Income Constrained, Employed who often work multiple jobs and live paycheck to paycheck. This past June, the latest ALICE report was released and 36% of [Cayuga County](https://unitedwayofcayugacounty.org/wp-content/uploads/2020/01/United-for-Alice-CayugaCounty.pdf) residents struggle to make ends meet. Help create a bridge to a brighter future by making your gift today.

Lend a hand to your neighbors by making your 2023 United Way of Cayuga County gift today. Follow the link at the top of the email to complete your digital pledge form or give with credit card. If you prefer a paper form, print the attached form, complete, and return to me by {INSERT DATE}.

Stay tuned and follow the United Way on [Facebook](https://www.facebook.com/United-Way-of-Cayuga-County-203556559675877/), [Instagram](https://www.instagram.com/unitedwayofcayugacounty/), and [Twitter](https://twitter.com/unitedwaycayuga?lang=en).

{SALUTATION},
{YOUR NAME}

SUGGESTED ATTACHMENTS:

* Digital Pledge Form Instructions
* Pledge Form PDF
* Your Dollars @ Work

**Mid-Campaign Reminder Email Blast**

{GREETING}!

We are {INSERT HOW MUCH OF GOAL IS LEFT} away from our goal of {INSERT GOAL}! Make your gift before {CAMPAIGN END DATE} to support your friends and neighbors here in Cayuga County!

Campaign Link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

Your gift supports individuals and families across ALL of Cayuga County, from Fair Haven to Genoa. Did you know that…

* In Cayuga County, 4,500 elderly and disabled neighbors retained their independence by utilizing SCAT Van services whose vans are based out of the villages of Cato, Union Springs, and Moravia as well as the City of Auburn
* During the 2022 Day of Caring, United Way volunteers built a ramp for a Weedsport neighbor with the guidance of the ARISE team—now their ramp program has officially entered Cayuga County with the help of your past gifts
* While based in the city, 20 precent of the individuals that Chapel House Homeless Shelter assists with social work services and finding safe housing come from towns and villages across Cayuga County
* Fifty youth from County South enjoyed a summer at Camp Y-Owasco and that School Age Child Care services in the Moravia Central School District by the Auburn YMCA-WEIU

Support these programs and more by making your 2023 gift today. Follow the link at the top of the email to complete your digital pledge form or give with credit card. If you prefer a paper form, print the attached form, complete, and return to me by {INSERT DATE}.

Stay tuned and follow the United Way on [Facebook](https://www.facebook.com/United-Way-of-Cayuga-County-203556559675877/), [Instagram](https://www.instagram.com/unitedwayofcayugacounty/), and [Twitter](https://twitter.com/unitedwaycayuga?lang=en).

{SALUTATION},
{YOUR NAME}

SUGGESTED ATTACHMENTS:

* Digital Pledge Form Instructions
* Pledge Form PDF
* Member Agencies & United Way Initiatives

**Final Campaign Reminder Email Blast**

{GREETING}!

We need YOUR help! Only {X} days until the 2023-24 {YOUR BUSINESS}’s United Way Campaign wraps up! We are {XXX} away from our goal of {INSERT GOAL}. If you have not made your gift, consider donating today!

Campaign Link: <https://app.mobilecause.com/e/hj4LzQ?vid=kkjvo>

Our United Way of Cayuga County has been and continues to meet the community where they are. Last year, they established two new initiatives: Community Building Mini-Grant and Student United Way. These programs have allowed the United Way to continue to support local nonprofits in Cayuga County as well as engage youth to become more involved in their community.

Just by having United Way of Cayuga County in our community, our neighbors have access to other critical services through national partnerships. Our United Way is the administrator for the Emergency Food and Shelter Program and is tasked with coordinating fund disbursement to Cayuga County food pantries and homeless shelters. Other [resources](https://unitedwayofcayugacounty.org/help/) include the free and confidential referral hotline—211, SingleCare prescription discounts, and free tax preparation through CA$H and MyFreeTaxes.com.

**Help {YOUR BUSINESS} reach our goal and guarantee future access to these incredible programs and services!**

Give today using the link at the top of the email to access the digital pledge. If you prefer a paper pledge, print, complete, and return the attached form to me by {INSERT DATE}.

Stay tuned and follow the United Way on [Facebook](https://www.facebook.com/United-Way-of-Cayuga-County-203556559675877/), [Instagram](https://www.instagram.com/unitedwayofcayugacounty/), and [Twitter](https://twitter.com/unitedwaycayuga?lang=en).

{SALUTATION},
{YOUR NAME}

SUGGESTED ATTACHMENTS:

* Digital Pledge Instructions
* Pledge Form PDF
* Thank You By The Numbers

**Campaign End Thank You Email Blast**

{GREETING}!

THANK YOU! Because of YOUR support and generosity, the {YOUR BUSINESS} team has contributed $0.00 toward the United Way of Cayuga County 2022-23 Campaign!

{TALK ABOUT YOUR INTERNAL GOAL}

On behalf of both the United Way and the Campaign Co-chairs, Joanna Bilinski, Gennie Bartholomew, Amanda Grover, Duane Thomas, and Christine Bickal—thank you for making {YOUR BUSINESS}’s campaign a huge success. Your gift will be distributed to critical programs and services throughout the 2024-25 funding cycle.

See your gifts in action by following the United Way on [Facebook](https://www.facebook.com/United-Way-of-Cayuga-County-203556559675877/), [Instagram](https://www.instagram.com/unitedwayofcayugacounty/), and [Twitter](https://twitter.com/unitedwaycayuga?lang=en).

{SALUTATION},
{YOUR NAME}

SUGGESTED ATTACHMENTS:

* Funding Process
* 10 United Way Facts