**Email 1: Thank You!**

{Greeting},

Thank you for welcoming our guest speaker, {NAME}, to learn a little more about the United Way of Cayuga County and how your gifts support our neighbors. {SHARE SOMETHING YOU TOOK AWAY FROM THE PRESENTATION}.

Our United Way Campaign is running now through {DATE} and our goal this year is {GOAL} to support the United Way. You can choose to give by completing the paper form or by signing up online. If you choose to give with a check, please give me your check and completed form.

Help us reach our goal by texting uwcayuga to 91999 or follow this link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

Thank you, again, for welcoming {NAME} from the United Way!

{Farewell}

Attachments:

* Pledge Form
* Member Agencies + Initiatives
* Your Dollars @ Work

**Email 2: United Way & Financial Stability**

{Greeting},

Hello {Team}! Supporting the United Way means supporting our neighbors facing financial struggles through programs like Street Outreach provided by Cayuga Community Health Network. Your gift can help individuals who are or are at the risk of being homeless transition to safe housing.

*A Sennett neighbor, who we’ll call “Blake,” was living in a condemned rental when the landlord passed away. For Blake to be eligible for the Department of Social Services’ (DSS) Emergency Housing Services, the rental had to be properly condemned. Blake reached out to Cayuga Community Health Network and spoke with Street Outreach Coordinator, Nicole, for help. Nicole assisted Blake with lengthy calls to code enforcement, the town of Sennett, and many others. Together, they were able to have the rental properly condemned and Blake was able to transition into DSS’ Emergency Housing Services.*

Help us reach our goal of {GOAL} by {DATE} by making your gift or payroll pledge today by texting uwcayuga to 91999 or follow this link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

{Farewell}

Attachments:

* Pledge Form
* Member Agencies + Initiatives
* Did You Know

**Email 3: United Way & Education**

{Greeting},

Hello {Team}! Of the United Way’s four pillars of giving, Education is the largest in both dollars and the number of programs supported. Education programs range from scouting opportunities, summer camp, preschool, adult literacy tutoring, and more. At the E. John Gavras Center, your United Way dollars are supporting their Essential Childcare Program.

*During the coronavirus pandemic, the E. John Gavras Center was the only licensed childcare facility to remain open. At the request of Cayuga County Community Director, they expanded the programing to provide childcare for our essential workers. The team at Gavras was able to modify their license to offer care to children from birth through 12 years of age. While the Gavras Center is in Auburn, the youth who receive care come from all areas of Cayuga County—10% of the youth in last year’s program were from Weedsport and Cato! Did you know that a portion of the United Way dollars that the Gavras Center receives is allocated to support sponsorships specifically for our rural neighbors living outside the city of Auburn?*

Support youth and help us reach our {GOAL} by {DATE} by making your gift or payroll pledge today by texting uwcayuga to 91999 or follow this link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

{Farewell}

Attachments:

* Pledge Form
* Member Agencies + Initiatives
* 10 UWCC Facts

**Email 4: United Way & Safety Net Needs**

{Greeting},

Hello {Team}! In Cayuga County, 36% of our neighbors are struggling to survive. As medical bills pile up, unexpected mechanical needs on a vehicle arise, or a neighbor loses their job—basic needs, such as food, become difficult to afford. This is especially true for our neighbors in rural communities with limited access to stores and pantry services. Your gift to the United Way helps bring The Salvation Army’s Fresh Food Giveaway to our neighbors in the towns of Niles and Moravia

*Although there is a food pantry in the Moravia / Niles region of Cayuga County, many neighbors do not have access to fresh food giveaways due to transportation needs. Once the team at The Salvation Army wraps up their Auburn Fresh Food Giveaway, they package all of the remaining items in coolers and transport the fresh foods to the New Hope Church of Niles to give the remaining items away. More than 5,600 residents in Niles and Moravia rely on this Fresh Food Giveaway program and have shared how grateful they are for this additional service.*

We have raised {#####} of our {GOAL} goal! We need your help—Make your gift or payroll pledge today by texting uwcayuga to 91999 or follow this link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

{Farewell}

Attachments:

* Pledge Form
* Member Agencies + Initiatives
* TY By the Numbers

**Email 5: United Way & Health**

{Greeting},

Hello {Team}! Of the four focus areas, the Health Pillar saw an increase in both funding and programs this past year. Health programs range from outpatient mental health and substance abuse clinics, to blood donation programs, to adaptive design and accessibility ramps. For the second year in a row, your United Way gifts are also supporting a Senior Activities Program at Westminster Manor Adult Home.

*Last summer, a resident who we’ll call “Jane” noticed that the new and elevated activities are allowing Westminster Manor the ability to provide a variety of programs, events, and experiences that meet a broad range of interests. Additionally, Jane believes this creates a safe place to develop friendships as well as helping residents maintain mental and physical abilities. Jane shares that many of her neighbors at The Manor are retired educators like herself, nurses, professionals, and homemakers who enjoy being able to express themselves and socialize during the Arts & Crafts Programs, at Garden Club, Armchair Travel, at presentations, and through other activities.*

We have raised {#####} of our {GOAL} goal! To reach our goal, we need you to make your gift or pledge by {DATE} by texting uwcayuga to 91999 or follow this link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

{Farewell}

Attachments:

* Pledge Form
* Member Agencies + Initiatives
* Your Dollars @ Work

**Email 6: THANK YOU!**

{Greeting},

THANK YOU ALL so much for supporting the 2024-25 United Way of Cayuga County! Together, we raised ${000.00} to support our neighbors here in Cayuga County turning to education, health, financial stability, and safety net needs.

{SHARE A TAKE AWAY YOU HAD FROM THIS YEAR’S CAMPAIGN}.

You can stay in touch with the United Way of Cayuga County year-round by [volunteering](https://unitedwayofcayugacounty-prod.oneeach.dev/form/volunteer), following them on [Facebook](https://www.facebook.com/UWCayuga) and [Instagram](https://www.instagram.com/unitedwayofcayugacounty/), as well as [signing up for their newsletter](https://lp.constantcontactpages.com/sl/JRf8Tn2/cayuga65) to learn about upcoming events.

Thank you, again, for another successful campaign season!

{Farewell}

Attachments

* Funding Process