**Campaign Launch Email Blast**

Hello Fall! {BUISNESS NAME} is excited to launch our 2022-23 United Way of Cayuga County fall Campaign and celebrate 100 Years of Living United!

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

Our United Way of Cayuga County ran their first campaign in 1922 to support 19 local nonprofits—six of which your dollars still impact today!

Thanks to your past generosity, the United Way is funding 32 wide-ranging programs within 22 Member Agencies in the areas of education, health, financial stability, and safety net needs. In Cayuga County, 2 out of 3 residents turned to a United Way funded program or service last year—61% seeking basic and safety net needs such as food security, shelter, child care services, crisis counseling, transportation, and so much more.

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 2022 gift between {INSERT YOUR CAMPAIGN DATES HERE}.

With the new Virtual Campaign tools, make your gift from your phone, tablet, or computer. Yes—you can still enroll for payroll deduction! Fill out your digital pledge form by following the link above or texting UWCayuga to 91999, digital pledge form instructions are attached to this email.

If you prefer to complete and submit a paper form, please reach out to me directly or download the attached pdf file and submit and return it 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
* Partner Agencies & Focus Areas

**Mid-Campaign Reminder Email Blast**

{GREETING}!

We are halfway 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 supports individuals and families through all of life’s stages and in all regions of Cayuga County, regardless of socio-economic backgrounds. Did you know that…

* $52 a year (or $1 a week) provides a weeks’ worth of household supplies for a struggling family
* $104 a year (or $2 a week) purchases a portable hearing device for someone who is hard of hearing
* $260 a year ($5 a week) subsidizes the cost of hot, nutritious meals for a class of 20 at risk youths
* $520 a year ($10 a week) provides safe, affordable, quality child care in a fun setting before and after school

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. In [Cayuga County](https://unitedwayofcayugacounty.org/wp-content/uploads/2020/01/United-for-Alice-CayugaCounty.pdf), more than 30% of your neighbors are ALICE families. Help create a bridge to a brighter future by making your gift today.

Using the new Virtual Campaign tools, you can give from your phone, computer, or tablet! You can enroll in payroll deduction, make a check out United Way of Cayuga County, make a one-time or recurring gift via credit card. Help us reach our goal and make your gift today!

If you prefer to complete and submit a paper form, download the attached pdf file and submit 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

**Final Campaign Reminder Email Blast**

{GREETING}!

We need YOUR help! Only {X} days until the 2022-23 {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>

Thousands of Cayuga County residents turn to United Way funded programs each year searching for and finding hope. Your gift supports neighbors throughout all of life’s stages, connecting them to what they need most— child care services, mental health and addiction counseling, food and basic hygiene needs, transportation, and so much more.

In addition to funding Partner Agencies, did you know that the United Way of Cayuga County helps bring other critical services to Cayuga County 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 from your phone, computer, or tablet today—you can still give through payroll deduction! Prefer to complete and submit a paper form, download the attached pdf file and submit 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, Team Nucor Steel—thank you for making {YOUR BUSINESS}’s campaign a huge success. Your gift will be distributed to critical programs and services throughout 2023.

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