2024 CAMPAIGN EMAIL OPTIONS

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# Email 1: Introduction/Teaser

**Subject: Coming Soon!**

Get ready to make a difference! Our upcoming employee giving campaign will empower you to leave a lasting impact.

United Way of Greater Nashville is committed to building a brighter future in our communities. A future where no one lives in poverty, all kids learn and succeed, everyone’s basic needs are met, and families are healthy and strong.

In the coming days, you’ll receive an email from [INSERT NAME OF SENDER] announcing our annual United Way campaign, which will run from [INSERT DATE] to [INSERT DATE].

We hope as you consider your gift this year, you remember how impactful our collective efforts are for our neighbors in need.

Let’s make this campaign a huge success. Be a hand-raiser, game changer and moment maker!

[Learn more about United Way of Greater Nashville](https://www.unitedwaygreaternashville.org/).

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# Email 2: Campaign Kickoff

**Subject:** United Way Annual Campaign Kickoff

Today kicks off our annual United Way of Greater Nashville campaign!

We’re working to support United Way’s efforts in creating a community where every person, every child and every family thrives. Our giving campaign gives us the distinct opportunity to be a part of building this future.

Together, we have the power to make a real impact in our community. Each contribution brings us closer to creating positive change. Let’s make this our most successful campaign yet and show the incredible difference we can make when we unite for good.

I invite you to read this year’s United Way’s Campaign Brochure to learn about their meaningful work and how you can help.

[EMBED OR LINK CAMPAIGN VIDEO]

Your gift will help give:

* Our neighbors the services they need to be healthy and strong
* Families the basic needs to survive
* Every child an equal opportunity to learn
* The tools and support for the next generation needed to move out of poverty and build a brighter future

YOU can make an impact! Donate now at [INSERT LINK TO GIVE].

# Email 3: Give Now

**Subject:** Equal Chance at a Bright Future

United Way is partnering with 159 agencies across nine counties in middle Tennessee to give every person, no matter their background, their circumstances or their zip code, an equal chance at a bright future.

Your gift can support the following areas of need:

[Break the Cycle of Poverty](https://www.unitedwaygreaternashville.org/breaking-the-cycle-of-poverty/)

Greater Nashville is thriving, but many are being left behind. Housing prices are rising rapidly, and wages are not keeping up with growth. One fifth of our neighbors are living in poverty. 30 percent of those are children.

[Give Kids an Equal Chance](https://www.unitedwaygreaternashville.org/to-give-kids-an-equal-chance/)

Tennessee ranks 43rd out of 50 states for overall health. Roughly 10 percent of our population is uninsured. Many of our most vulnerable neighbors struggle to access quality health care, supportive services and a strong community network.

[Build Strong, Healthy Communities](https://www.unitedwaygreaternashville.org/build-strong-healthy-communities/)

Tennessee ranks 43rd out of 50 states for overall health. Roughly 10 percent of our population is uninsured. Many of our most vulnerable neighbors struggle to access quality health care, supportive services and a strong community network.

[Meet Our Neighbors’ Basic Needs](https://www.unitedwaygreaternashville.org/meet-our-neighbors-basic-needs/)

Families struggling to make ends meet are often one flat tire or unexpected medical bill away from not being able to pay their rent that month. In Tennessee, one in seven families doesn’t know where they’ll find their next meal. More than 3,000 Metro Nashville Public School students have no place to call home—they live in cars, shelters or on friends’ couches.

With your gift, we can make sure every child, every individual and every family in our community thrives.

Donate now at [INSERT LINK TO GIVE].

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Email 4: Why United Way of Greater Nashville?

Why Give to United Way of Greater Nashville?

HERE IN THE COMMUNITY

With over a century of service, United Way of Greater Nashville is all about bringing people together and empowering nine middle Tennessee counties to flourish. They are on a mission to build a brighter future where every child thrives, every individual reaches their potential and families enjoy the support they need to thrive.

FORCE FOR LASTING CHANGE IN MIDDLE TENNESSEE.

By fostering collaboration among individuals, businesses, nonprofits and government agencies, they’re sparking vital conversations, marshalling resources and making strategic investments to tackle our region’s most pressing challenges head-on. Together we’re shaping a community where opportunity and prosperity flourish for all.

TRUSTED AND EFFECTIVE

* 4-star Charity Navigator ranking (score of 100%)
* Candid Silver Transparency designation
* Member of Voluntary Organizations Active in Disaster
* Over the last five years, United Way of Greater Nashville has had an average operational overhead ratio of 8.9%, compared to the national nonprofit average of 25%, meaning that 91.1% of your donation directly supports services and programs

Donate today! ADD LINK

# Email 5: Incentives

**Subject:** A Perk for Participants!

Why not have a little fun while doing good? [INSERT WORKPLACE NAME] is offering the below incentives to everyone who pledges their gift by [INSERT DATE].

[INSERT CAMPAIGN INCENTIVES]

Click the attachment [INSERT DOLLAR BUYS ONE-PAGER] to learn how even $1 a day can make a huge difference in the lives of our neighbors who are struggling.

Give now at [INSERT LINK TO GIVE].

# Email 6: Every Dollar Counts

**Subject:** Every Dollar Counts

Together, we’re making sure every person in our community has an equal chance at a bright future. Every dollar counts!

Did you know?

* $2 per pay period = eight meals for a family of four
* $4 per pay period = books for 80 preschoolers
* $10 per pay period = educational summer camp for 12 kids in need
* $20 per pay period = job training for four people so they can support themselves financially
* $40 per pay period = counseling for five victims of abuse

Even the smallest gesture can make a big impact. Pledge your gift now at [INSERT LINK TO GIVE].

# Email 7: Update on Campaign Goal

**Subject:** United Way Campaign ends on [INSERT DATE]

Our United Way campaign is ending on [INSERT DATE] and we are [INSERT DOLLAR AMOUNT] away from our goal of [INSERT DOLLAR AMOUNT].

Our neighbors in need depend on the generosity of others. Let’s finish strong and make a difference!

Donate now at [INSERT LINK TO GIVE].

Email 8: United Way of Greater Nashville Free Services

**Subject:** United Way is Here for YOU

Did you know that United Way of Greater Nashville offers many **FREE**services available to you?

* Tax prep for qualifying filers
* Financial counseling
* Monthly books for children (birth to age 5)
* Will and trust writing
* 211 Helpline, a 24/7, 365-day information and referral helpline

Learn more [here](https://www.unitedwaygreaternashville.org/free-services/).

# Email 9: Focus on Poverty

**Subject:** Breaking the Cycle of Poverty

What we’re up against:

Greater Nashville is thriving, but many are being left behind. Housing prices are rising rapidly, and wages are not keeping up with growth. One fifth of our neighbors are living in poverty. 30 percent of those are children.

We owe it to our neighbors to provide clear and attainable pathways to more stable futures.

In 2023, because of generous donors just like you:

* 8,879 tax returns were completed by volunteers saving taxpayers $2.7 million dollars, resulting in $8.4 million in federal returns for taxpayers
* 1,175 individuals received SNAP Employment & Training support
* 2,264 free financial counseling sessions were provided through our Financial Empowerment Center

With your gift, we can break the cycle of poverty for good.

Give now at [INSERT LINK TO GIVE].

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# Email 10: Focus on Education

**Subject:** Giving Kids an Equal Chance

We are compelled to address a critical challenge facing our community’s youth. At any given time, more than 5,000 local students struggle with grade-level reading and math. Students who face economic disadvantages are twice as likely to read below grade level. Students experiencing homelessness are four times as likely to be below grade level in math.

How much money a parent makes and where a child lives shouldn’t determine their academic success. All kids deserve the same chance to do well in school. That’s why United Way is making sure they enter kindergarten ready to learn, have the support they need to develop crucial reading skills and receive essential social and emotional support from preschool to graduation.

In 2023, because of generous donors just like you:

* 54,355 children were enrolled in Imagination Library
* 499,327 books were distributed to young children throughout three counties to build home libraries
* 22,030 students increased their literacy proficiency

With your gift, we can give every child in our community an equal chance to learn and succeed.

Give now at [INSERT LINK TO GIVE].

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# Email 11: Focus on Communities

**Subject:** Building Strong, Healthy Communities

What we’re up against:

Tennessee ranks 43rd out of 50 states for overall health. Roughly 10 percent of our population is uninsured. Many of our most vulnerable neighbors struggle to access quality health care, supportive services and a strong community network.

Every person in our community should have access to quality, affordable health care. United Way believes being healthy, safe and supported are human rights. Along with their partners, United Way is building strong, stable and healthy neighborhoods throughout Greater Nashville.

In 2023, because of generous donors just like you:

* 1,648 individuals were helped to make behavior changes to support improvements to their health and quality of life
* 1,312 people affected by HIV/AIDS accessed vital support services
* 8,391 individuals reported improved mental health and a decrease in feelings of depression or hopelessness

With your gift, we can strengthen our community from the inside out.

Give now at [INSERT LINK TO GIVE].

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# Email 12: Focus on Basic Needs

**Subject:** Meeting Our Neighbors’ Basic Needs

Families struggling to make ends meet are often one flat tire or unexpected medical bill away from not being able to pay their rent that month. In Tennessee, one in seven families doesn’t know where they’ll find their next meal. More than 3,000 Metro Nashville Public School students have no place to call home—they live in cars, shelters or on friends’ couches.

Every person deserves a stable place to call home, food to eat and support during a crisis. Together, we’re helping families make connections and fill in the gaps when they’re struggling.

In 2023, because of generous donors like you:

* 309 individuals moved into stable housing through The Family Collective
* 198 evictions were prevented
* 26,315 individuals experience improved quality of life
* 64,593 community service referrals were made through United Way’s 211 Helpline

With your gift, we can meet our neighbors’ basic needs.

Give now at [INSERT LINK TO GIVE].

# Email 13: Last Chance

**Subject:** It’s Not Too Late

We’re so proud of the progress we’ve made with our United Way campaign. Thank you to everyone who has pledged their gift and helped us get to [INSERT DOLLAR AMOUNT] raised!

If you haven’t made your gift yet, it’s not too late.

Give now at [INSERT LINK TO GIVE] before our campaign ends on [CAMPAIGN END DATE].

THANK YOU for making a difference.