2025 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 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 & Help ALICE

**Subject:** Give Now & Help ALICE

Who is ALICE? ALICE stands for Asset Limited, Income Constrained, Employed — a group of hard-working individuals and families across Tennessee who, despite being employed and earning above the poverty line, still struggle with affording basic needs like transportation, housing, food, healthcare, and childcare.

For ALICE households and those living in poverty, daily life is a delicate balance of difficult decisions, like choosing between [paying rent](https://www.unitedwaygreaternashville.org/rental-assistance/) and securing quality childcare. These compromises don’t just impact individual families; they create lasting effects that resonate across our community.

For ALICE households, the cost of living can make even basic needs seem out of reach. The Household Survival Budget, which varies by county, reflects the minimum expenses required to live and work in today’s economy and is used to determine whether households fall above or below the ALICE threshold.

United Way of Greater Nashville is committed to serving these individuals and connecting them with resources so each person can realize a state of thriving, rather than crisis.

[Learn More](https://www.unitedwaygreaternashville.org/affording-basic-needs-shedding-light-on-our-working-yet-struggling-neighbors/)

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%)
* Gold Transparency designation with Candid
* Member of Voluntary Organizations Active in Disaster
* Over the last five years, UWGN has had an average operational overhead ratio of 9.1%, compared to the national nonprofit average of 25%, meaning that 90.9% of your donation directly supports services and programs

ANNUAL IMPACT PEPORT

Each year, UWGN publishes an annual report showcasing their work and outcomes of their partnerships. [Read latest report.](https://united-way-of-greater-nashville.paperturn-view.com/uwgn-2024-annualreport?pid=ODg8875782)

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- gives food assistance to 10 families of four to improve their food security
* $5 per pay period- stabilizes 7 individuals in a health-related emergency or crisis situation
* $10 per pay period- provides training opportunities for 10 people to improve their job skills and self-sufficiency
* $20 per pay period- helps 24 children to increase their literacy and/or numeracy skills
* $50 per pay period- assists 38 individuals with services to improve their physical health

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 free navigation 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.

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.

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 ten 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.

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.

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.

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

Give now at [INSERT LINK TO GIVE].

# Email 13: Focus on Meeting Needs Through Service

 **Subject:** Make a Difference—Volunteer in Your Community

United Way of Greater Nashville is committed to meeting community needs through the power of service. Across our region, United Way is expanding access to meaningful volunteer opportunities and providing expertise in volunteerism and disaster response.

Through their volunteer resource center **Hands On**, you can explore **hundreds of opportunities each month**—from one-time events to ongoing commitments—all designed to make a real impact.

**Ready to Get Involved?**

On Hands On’s website, you'll find:

* Volunteer opportunities across multiple counties
* More than **170 local nonprofits** looking for support
* Ways to serve that fit your skills, schedule, and passions

[Volunteer in Greater Nashville](https://handson.unitedwaygreaternashville.org)[Volunteer in the Greater Clarksville Region](https://handsonclarksville.unitedwaygreaternashville.org)

**Other Ways to Plug In:**

* **Days of Action:** Join one of United Way’s signature community-wide volunteer events.
[Check out our 2025 Engagement Calendar](https://www.unitedwaygreaternashville.org/days-of-action/)
* **Recurring Opportunities:** Support early literacy, help prepare taxes, tutor students, and more.
[Explore ongoing volunteer roles](https://www.unitedwaygreaternashville.org/volunteer-opportunities/)

Volunteering isn’t just about giving your time—it’s about growing, connecting, and creating lasting change.
[Discover the personal and community benefits of volunteering here](https://www.unitedwaygreaternashville.org/the-powerful-benefits-of-volunteering/).

**Thank you for being part of the solution. Together, we can make a difference.**

# Email 14: 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.