

**United Way of
Linn, Benton & Lincoln Counties**



2021-2022 CAMPAIGN EMAIL TEMPLATES

EMAIL 1 | CAMPAIGN INTRODUCTION

Dear [Addressee(s)],

This year [Company Name] is joining our community in raising funds in support of improving educational access, financial stability, and health outcomes in our region through the United Way of Linn, Benton & Lincoln Counties. Each year our local United Way provides over \$1 Million to nearly 100 nonprofit partners who are filling vital needs in our community.

Your gift matters. United Way of Linn, Benton & Lincoln Counties brings our community's resources together. By working together, we can ensure a safety net for those who are vulnerable, help our kids succeed in school, create pathways for families to achieve stability - together, we can take care of our neighbors young and old.

By giving through United Way today, you are joining your community in directly addressing our greatest challenges for a stronger Oregon.

Learn more and make your donation at www.unitedwaylbl.org.

EMAIL 2 | COMMUNITY CHALLENGES

We envision a community where all individuals and families achieve their human potential through education, financial stability and health. But that isn't the present reality for many of our neighbors across Linn, Benton & Lincoln Counties.

1. 1 in 5 children in our area regularly live in poverty.
2. Only 20% of families with children can access pre-school or daycare. For every 100 children, there are only 20 spots available.
3. 45% of households in our three counties regularly struggle to make ends meet. In Benton County, 20% of households have annual incomes that are below the federal poverty line.
4. On average, 60% of our area third-graders cannot read proficiently. Third-grade reading proficiency is a top indicator as to whether or not children will graduate high school.
5. In Linn, Benton & Lincoln Counties, there are enough homeless children at any given time to place one child in each classroom.

The United Way analyzes the statistics and invest in solutions that work. Each organization that receives funding must provide measurable outcomes and report on those successes.

When you donate to our local United Way, you can be sure that your dollar is going to our community's most pressing issues. Learn more and see your dollars make a collective impact at www.unitedwaylbl.org.

EMAIL 3 | THE UNITED WAY PROCESS

The United Way of Linn, Benton & Lincoln Counties does more than raise money. They set goals and measure progress to ensure your dollars are making the biggest impact possible. They identify gaps in existing local services and build new programs to fill them. They partner with local nonprofits, companies like ours, volunteers, and community members to create lasting change.

- 1. Raise Money:** By working with a dedicated group of volunteers and Campaign Coordinators who lead their companies and organizations to raise more than \$1 million in contributions each year!
- 2. Vet Agencies:** By doing the due diligence that individual donors don't always have. Local people volunteer their time to vet all of the nonprofits funded in the areas of quality programming, governance, finance, and sustainability.
- 3. Fund Solutions:** By empowering people to unite and solve complex problems. Fundraising campaign dollars are allocated to address the immediate basic needs of local families and strategically solve systemic barriers to education, financial stability, and health.

Donate and learn more at www.unitedwaylbl.org.

EMAIL 4 | IMPACT OF A DONATION

United Way of Linn, Benton & Lincoln Counties strives to improve lives from Cascades to Coast. Since 1955, they've been a local organization helping local Oregonians. So, the money raised here, stays here.

Their mission is to mobilize the resources and people of our communities in collective action to address our region's most pressing challenges.

They envision communities where all individuals and families have the opportunity to achieve their potential. Your donation makes this vision a reality. Learn more and make an impact at www.unitedwaylbl.org.

[INSERT IMAGE INLINE/IN EMAIL]

YOUR GIFT MATTERS.



\$1.00 PER PAY PERIOD
= AN ANNUAL MAGAZINE
SUBSCRIPTION

OR



Emergency food boxes for
5 FAMILIES in need for three days



\$2.50 PER PAY PERIOD
= ONE FULL TANK OF GAS PER YEAR

OR



Two-hours of behavioral health
counseling for **5 CHILDREN**



\$5.00 PER PAY PERIOD
= THE OCCASIONAL CUP OF COFFEE

OR



Medical or Dental visits for
9 LOW INCOME INDIVIDUALS



\$10.00 PER PAY PERIOD
= LUNCH OUT EVERY OTHER WEEK
WITH YOUR COWORKERS

OR



One month of shelter and
case management for
10 HOMELESS INDIVIDUALS



\$20.00 PER PAY PERIOD
= MONTHLY MOVIE TICKETS

OR



Two home visits for parental
support and education for
10 FAMILIES IN NEED



\$50.00 PER PAY PERIOD
= ONE DINNER OUT AT A NICE
RESTAURANT

OR



One year of free books for
43 PRESCHOOLERS