**Email Blast Samples**

**Sample #1**

Big Brothers/Big Sisters of Cedar Rapids is a United Way of East Central Iowa recipient.

Here’s the kind of impact they are making:

Researchers found that after 18 months of spending time with their Bigs, the Little Brothers and Little Sisters, compared to those children not in our program, were:

* 46% less likely to begin using illegal drugs
* 27% less likely to begin using alcohol
* 52% less likely to skip school
* 37% less likely to skip a class
* 33% less likely to hit someone

**Sample #2**

The ARC of East Central Iowa’s mission is to empower people with intellectual and related disabilities to engage in lifelong opportunities to live, learn, work and play with dignity, freedom and full inclusion in their communities.

ARC of East Central Iowa received $200,000 in funding from United Way in 2011.

**Sample #3**

The Willis Dady Emergency Shelter’s mission is to provide immediate shelter to homeless single men (and their families) in a safe, clean, and caring atmosphere which promotes progress toward ending the cycle of homelessness.

Of the over 400 clients who stayed there in 2010, nearly 1 in 5 were escaping domestic violence.

**Sample #4**

Overall, our community partners served 116,401 people in our 5 county service area…which is Benton, Cedar, Iowa, Jones, and Linn.

**Sample #5**

Last year 82,503 Linn County residents were served by a UW community partner.

United Way of East Central Iowa’s administrative rate is 12.5%.  That means that .87 1/2 cents of each dollar goes to a community partner.  The national administrative rate is between 16 and 17%.

**Social Media Examples**

**HISTORY:**

* Established in 1914, United Way of East Central Iowa originally served four nonprofits. Today, that number has grown to 33 nonprofit partners who serve residents in Benton, Cedar, Iowa, Jones and Linn counties.
* In **2008,** United Way implemented the **community impact model**, which focuses less on dollars raised and more on finding solutions for community issues in Education, Financial Stability and Health.
* In **2014**, United Way served more than 116,400 people through campaigns at 560 companies and 41 programs from our 33 funded nonprofit partners.
* **2015** marks United Way of East Central Iowa's 101st year of serving the community.

**SOCIAL MEDIA EXAMPLES:**

* Reason #100 Why I Volunteer: "Because I have something to share." #UWECIVolunteers
* Reason #95 Why I Volunteer: "It’s the right thing to do!" #UWECIVolunteers
* Reason #82 Why I Volunteer: "It’s so much fun!" #UWECIVolunteers
* Reason #71 Why I Volunteer: "Volunteering is a great way to share family time." #UWECIVolunteers
* Reason #163 Why I Volunteer: "Role model for my kids." #UWECIVolunteers
* This year marks United Way's 101st campaign, and we're going back to the basics. Enjoy United Way’s 101 campaign video: https://youtu.be/-diTT\_PCECA
* Your donation to @UWECI makes a difference. $1/week provides6.5 hours of crisis childcare to help a family during difficult times.
* Your donation to @UWECI makes a difference. $5/week provides15 rides to jobs or job training appointments.
* Your donation to @UWECI makes a difference. $10/week provides 87 age-appropriate books for low-income children.
* Your donation to @UWECI makes a difference. $15/week provides 43 dental screenings for youth.
* Your donation to @UWECI makes a difference. $20/week provides 32 hours of adult basic education tutoring.
* Your donation to @UWECI makes a difference. $25/week provides 241 nutritious meals for homebound older adults.
* Did your company participate in Day of Caring this year? Click here to see our DOC volunteers at WORK. https://www.youtube.com/watch?v=Qp6XUvoD9rQ
* Looking for FUNdraising ideas? We've highlighted several local companies with FUN ideas. www.youtube.com/uweci

**WHAT A DOLLAR BUYS:**

* $1/week provides 6.5 hours of crisis childcare to help a family during difficult times
* $5/week provides 15 rides to jobs or job training appointments
* $10/week provides 87 age-appropriate books for low-income children
* $15/week provides 43 dental screenings for youth
* $20/week provides 32 hours of adult basic education tutoring
* $25/week provides 241 nutritious meals for homebound older adults