

## 2023 CAMPAIGN EMAILS

### EMAIL 1: Kickoff Email

Thanks to everyone who attended our campaign kickoff! We hope you had a wonderful time learning more about United Way of East Central Iowa's impact in the community. If you were unable to attend, visit UWECI to [learn how to create sustainable change in Eastern Iowa](#).

As a recap, here are upcoming activities for this year's campaign: <<INSERT ACTIVITIES HERE>>

Part of our campaign kickoff included a discussion on what inspires us at UWECI and inspires you to give back to the community. [Click here](#) to revisit UWECI's Unite to Inspire strategy, which gives examples of how your dollars make a difference for individuals and families in our area.

### EMAIL 2: Unite to Inspire: Economic Mobility

Did you know that Eastern Iowa's greatest need lies within [economic mobility](#). Building economic mobility creates a pathway from crisis to stability with housing being the key. When individuals or families have safe and affordable housing, it improves their physical, mental, and emotional wellbeing.

That's why United Way of East Central Iowa works collaboratively with our community to address the need for more affordable housing units, improve housing quality, and address access to housing, all by doing so through an equity lens.

When you support United Way, you give us a seat at the table to create systemic change. Consider making or increasing your gift this year or make a commitment to volunteer and advocate for causes that matter to you. Because when you support Eastern Iowa [VIA United Way](#)—through volunteering, investing, and advocating—you create a stronger community for all.

### EMAIL 3: Unite to Inspire: Childhood Success

Fostering [childhood success](#) is crucial in the early ages of childhood, and it doesn't end there. With 17,000 children under the age of five in Linn County alone, setting them up for success is crucial for a thriving community. If a family does not have the support they need to successfully raise a child, it causes a chain reaction of challenges.

United Way of East Central Iowa works to align towards solutions for quality and affordable childcare. Through workforce connections, we will help reduce the stigma of

childcare professionals and convene a group to discuss how to ensure at risk youth are setup for success in the future.

Your support helps our community become stronger so that parents and children can have better lives. Together, we can continue making a collective impact on families through small actions. Support United Way this year through volunteering, investing, and advocating, and join us in creating a better Eastern Iowa for all.

#### EMAIL 4: Unite to Inspire: Healthcare & Safety Net Services

Improving [access to healthcare](#) ensures that physical and mental healthcare is available and affordable for those who need it. UWECI's goal is to continue with the Assisted Transportation Program in Jones and Benton counties and our partners in Linn and Cedar County and will work to expand this free service. Our Women United supporters will continue to unite the caring power of women to provide [funding](#) for healthcare services for women in need.

Supporting [safety net services](#) means “catching” individuals and helping them bounce back if they fall onto hard times. UWECI does not want a family or individual to have one crisis that sets them back for years. Our long-term goal is to understand barriers and implement strategies for individuals to access resources and help them navigate during times of crisis through services such as 211.

Each member of our community deserves a net that catches them. Will you hold this net for Eastern Iowans? By investing your dollars with United Way, you provide services and strength to those most in need.

#### EMAIL 5: Last Day of Campaign (could also double as a Leadership/CEO email)

Our campaign is wrapping up! So far, we've <<INSERT A LIST OF CHALLENGES/ACTIVITIES/ACCOMPLISHMENTS YOU WANT TO HIGHLIGHT>>.

It's not too late to make an impact! We hope our vision at United Way of East Central Iowa brings inspiration to you to be the change we need to foster an inclusive Eastern Iowa for all.

Consider making or increasing your gift this year or make a commitment to volunteer and advocate for causes that matter to you. Because when you support Eastern Iowa [VIA United Way](#)—through volunteering, investing, and advocating— you help create a strong community.