**USE THIS EMAIL *AFTER* YOUR UNITED WAY PRESENTATION**

**Email 1: United Way Campaign Has Launched!**

{Greeting},

Thank you for welcoming our guest speaker, {NAME}, to learn a little more about the United Way of Cayuga County and how your gifts support our neighbors. {SHARE SOMETHING YOU TOOK AWAY FROM THE PRESENTATION}.

Our United Way Campaign is running now through {DATE} and our goal this year is {GOAL} to support the United Way. You can choose to give by completing the paper form or by signing up online. If you choose to give with a check, please give me your check and completed form.

With federal funding for feeding programs being cut, more neighbors are turning to soup kitchens and food pantries for meals and hygiene items. Learn how the United Way is supporting agencies providing basic needs following this link to watch a 40 second YouTube video: <https://youtu.be/hm_60UE13SY?si=13tRhj1mpGZzqI5E>

Help us reach our goal and support you Cayuga County neighbors! To sign up for payroll deduction or give with a credit card online, follow this link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

***United is the Way*** and together we can reach our goal!

{Farewell}

**Attachments:**

* **Pledge Form**
* **Your Dollars at Work**
* **Addressing Hunger Beyond the Food Pantry & Soup Kitchen PDF**

**USE THIS EMAIL IF YOU ARE *NOT HAVING* A PRESENTATION**(Though, we really think you should sign up for one!)

**Email 1: United Way Campaign Has Launched!**

{Greeting},

We are excited to share that our United Way Campaign will launch on {Date} and run through {DATE}. This year, our goal this year is {GOAL} to support the United Way. You can choose to give by completing the paper form or by signing up online. If you choose to give with a check, please give me your check and completed form.

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{Farewell}

**Attachments:**

* **Pledge Form**
* **Your Dollars at Work**
* **Addressing Hunger Beyond the Food Pantry & Soup Kitchen PDF**

**Email 2: United Way & Financial Security**

{Greeting},

Hello {Team}! Supporting the United Way means supporting our neighbors facing financial struggles through programs like {PROGRAM / INITIATIVE NAME} provided by {MEMBER AGENCY}. Your gift can help individuals and Financial Security.

**COOSE ONE STORY THAT RESONATES WITH YOUR TEAM:**

* ***NORTH: Program: Emergency Energy Assistance | Member Agency: Catholic Charities of the Finger Lakes*** *Of those turning to Catholic Charities of the Finger Lakes for Emergency Energy Assistance, more than 22% live in County North—including “Eric” a married, self-employed, father of two from Port Byron. “Eric’s” business is weather dependent, and the changes in late winter / early spring this year saw a drastic decrease in clients. This loss of income made it difficult to keep up with his bills, yet their household earned just over the threshold for Emergency HEAP support. Thanks your past gifts, Catholic Charities was able to help “Eric” and his family keep their utilities on.*
* ***CENTRAL: Program: Street Outreach & Advocacy | Member Agency: Cayuga Community Health Network*** *No parent ever expects to outlive their children. “Steve” and “Ellen” unexpectedly lost their son and were consumed by grief. This impact on their mental health led them to make choices that found them homeless and in prison. While incarcerated, “Steve” and “Ellen” made the choice to improve their lives upon release and turned to Cayuga Community Health Network’s Street Outreach Coordinator for support. With the help of CCHN, “Steve” and “Ellen” were able to find safe housing, begin counseling, and have been successful in picking up the pieces and healing.*
* ***SOUTH: Program: CA$H | Member Agency: United Way of Cayuga County*** *An initiative of the United Way, CA$H stands for Creating Assets, Savings, and Hope and is a free tax preparation program held in-person at Cayuga Community College. Available to all Cayuga County residents earning $60,000 or less, United Way IRS Certified volunteers can process and file your simple returns. Since launching in 2012, CA$H has helped Cayuga County residents bring back more than half a million annually and more than $730,000 last year.*

Help us reach our goal of {GOAL} by {DATE} by making your gift or payroll pledge today by completing and returning your paper form or follow this link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

{Farewell}

**Attachments:**

* **Pledge Form**
* **Member Agencies + Initiatives**
* **Regional Handout- County North**

**Email 3: United Way & Community Resilience**

{Greeting},

Hello {Team}! We are HALFWAY through our United Way Campaign and we are {####} away from our goal! When you give, your are supporting Community Resilience programs that ensure neighbors have access to disaster relief, transportation, opportunities for growth, and much more. {PROGRAM / INITIATIVE NAME} provided by {MEMBER AGENCY} is one of six programs that pave the path for Community Resilience.

**COOSE ONE STORY THAT RESONATES WITH YOUR TEAM:**

* ***NORTH: Program: SCAT Van | Member Agency: Transportation Project of Cayuga County****Cayuga County from top-to-bottom is 65 miles long and once your off the city bus route in Auburn, it is difficult for neighbors without their own cars to travel. Past gifts to the United Way are ensuring our senior and disabled neighbors have the independence they deserve by supporting SCAT Van transportation services. In County North alone, more than 570 neighbors rely on SCAT Van and their volunteer drives each year. With vans based in Cato, Auburn, Union Springs, and Moravia this is a countywide program!*
* ***CENTRAL: Program: Disaster Services & Services to the Armed Forces | Member Agency: American Red Cross*** *Last fall, the “Smith” family of four in the Auburn area lost their home in a fire at beginning of the school year. Local American Red Cross volunteers took immediate action providing the family with a place to stay, basic necessities like hygiene items and clothes, and companionship. The Disaster Services program was able to help the “Smiths” locate new housing as well as financial assistance to help them get into their new home.*
* ***SOUTH: Program: English as a Second Language | Member Agency: Literacy Volunteers of Cayuga County*** *Moving somewhere new is exciting and for our neighbors moving to Cayuga County from another country, it can be a little scary when English is not their native language. Last year, 27 Genoa residents turned to Literacy Volunteers of Cayuga County’s English as a Second Language program to learn English so that they can engage in community and culture events, advance in their careers, and build new friendships here in Cayuga County.*

We need your help reach our goal—Make your gift or payroll pledge today by printing and completing the paper pledge or follow this link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

{Farewell}

**Attachments:**

* **Pledge Form**
* **TY By the Numbers**
* **Regional Handout- County South**

**Email 4: United Way & Youth Opportunity**

{Greeting},

Hello {Team}! Of the United Way’s four Focus Areas, Youth Opportunity is the largest supporting 15 programs across Cayuga County. Did you know that 7 of those programs address childcare needs? {PROGRAM / INITIATIVE NAME} provided by {MEMBER AGENCY} gives parents piece of mind that their children are safe and taken care of while they are at work.

**COOSE ONE STORY THAT RESONATES WITH YOUR TEAM:**

* ***NORTH: Program: School Age Child Care | Member Agency: Auburn YMCA-WEIU*** *Your gifts support four programs at the Auburn YMCA-WEIU—one of which is School Age Childcare that is provided in our rural school districts in Cato, Port Byron, Weedsport, and Moravia. Last academic year, more than 150 Cayuga County Youth were enrolled in one of the four afterschool programs.*
* ***CENTRAL: Program: Child Care Quality Improvement | Member Agency: Child Care Solutions*** *Childcare Solutions joined the United Way family this year with their Quality Improve Program. After seeing the success of this program in Onondaga County, past donations are brining this program to Cayuga County which provides education opportunities and small grants to improve childcare and learning centers.*
* ***SOUTH: Program: Summer Camp | Member Agency: Camp Gregory*** *Summertime can be stressful for working parents with young children as they search for safe, reliable childcare. During the summer months, United Way dollars support alternative child care options like Camp Gregory, who offers day camp five weeks out of the summer—each featuring a unique theme from the Great Camp Gregory Bake Off to Circus Week!*

With most parents in the workforce, the need for childcare options is continuously growing. Learn more about childcare programs by following this link to watch a 40 second YouTube video: <https://youtu.be/qGWaVJU2ulk?si=36yYV88AGSLeFpsO>

Support youth and help us reach our {GOAL} by {DATE} by making your gift or payroll pledge today by follow this link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

{Farewell}

**Attachments:**

* **Pledge Form**
* **10 UWCC Facts**
* **Regional Handout- County Central**

**Email 5: United Way & Healthy Communities**

{Greeting},

Hello {Team}! We’re in the final stretch—only {#####} from our goal! Make your gift and support Healthy Communities programs support mental help, social work services, feeding programs and much more. Did you know that when you give to the United Way your are connecting critical supports like {PROGRAM / INITIATIVE NAME} provided by {MEMBER AGENCY}.

**COOSE ONE STORY THAT RESONATES WITH YOUR TEAM:**

* ***NORTH: Program: Prevention & Intervention | Member Agency: Confidential Help for Alcohol & Drugs*** *Confidential Help & for Alcohol & Drugs (CHAD) hosts their Prevention & Intervention program throughout Cayuga County Schools—including all three of our County North districts of Cato-Meridian, Port Byron, and Weedsport. Last academic year, more than 500 County North youth participated in their prevention programs. From a program-wide survey, one student shared “I liked the goal setting and health behaviors” lessons from the program. Additionally, 71% of students reported that the prevention program will help them avoid drug use and improve healthy habits.*
* ***CENTRAL: Program: Social Work Services for Sensory Loss | Member Agency: Aurora of CNY*** *Imagine for a moment that you are hard of hearing or deaf and you’re asleep in your bed, and the fire alarm is going off—how will you know that you need to evacuate? At Aurora of CNY, their Social Work Services program can connect neighbors to adaptive equipment—like a bed shaker alarm, to ensure our neighbors can remain safely in their homes. Aurora of CNY also offers peer support groups for those with vision loss where community members can attend either the virtual group or the in-person sessions the last Thursday and Friday, respectively, each month.*
* ***SOUTH: Program: Clinic & SAVAR | Member Agency: Cayuga Counseling Services****Moravia resident, “Heather” came to the clinic a couple years ago because she was “tired of feeling this way” after suffering multiple traumatic life experiences. It was recommended that “Heather” begin bi-monthly individual therapy and medication management to help with her symptoms—totaling three sessions a month. As of today, “Heather” has discontinued her medications and is managing her symptoms through counseling which she was able to decrease once learning the skills to identify and react to trauma triggers.*

We have raised {#####} of our {GOAL} goal! To reach our goal, we need you to make your gift or pledge by {DATE} by texting uwcayuga to 91999 or follow this link: <https://fundraise.givesmart.com/e/hj4LzQ?vid=kkjvo>

{Farewell}

**Attachments:**

* **Pledge Form**
* **Member Agencies + Initiatives**
* **Regional Handout- Countywide**

**Email 6: THANK YOU!**

{Greeting},

THANK YOU ALL so much for supporting the 2024-25 United Way of Cayuga County! Together, we are contributing {##} of gifts, totaling ${000.00} to support our neighbors here in Cayuga County turning to education, health, financial stability, and safety net needs.

{SHARE A TAKE AWAY YOU HAD FROM THIS YEAR’S CAMPAIGN}.

You can stay in touch with the United Way of Cayuga County year-round by [volunteering](https://www.volunteercayuga.com/), following them on [Facebook](https://www.facebook.com/UWCayuga) and [Instagram](https://www.instagram.com/unitedwayofcayugacounty/), as well as [signing up for their newsletter](https://lp.constantcontactpages.com/sl/JRf8Tn2/cayuga65) to learn about upcoming events.

Thank you, again, for another successful campaign season!

{Farewell}

**Attachments**

* **Funding Process**