

PROMOTING YOUR CAMPAIGN ELECTRONICALLY



Use company newsletter or intranet site to:

- Provide a link to United Way of Hays & Caldwell Counties website www.unitedwayhaysco.org.
- Post or send daily messages about United Way during the campaign that are educational and informative.
- Share the United Way campaign video(s)
- Post the schedule or calendar of your campaign events.
- Feature employees who have benefitted from services from United Way or one of its partner agencies.
- Solicit and publish quotes from contributors or volunteers: “Why do you give/volunteer?” or “How do you Live United?”
- List United Way’s partner agencies, programs and initiatives.
- Post messages from employees, management, or anyone else with strong United Way ties, connections, or convictions.

Announce the Campaign Kickoff –

To: All staff

Subject: United Way Campaign Kickoff Today!

Join the LIVE UNITED movement! Today is our United Way campaign kickoff. From now through _____, you can help thousands of people throughout our community just by giving to United Way of Hays and Caldwell Counties.

Your contribution will help fund 15 different programs throughout our community helping over 50,000 people each year.

It’s About the People

To: All staff

Subject: United Way Helps Thousands of People

When considering your contribution to United Way, keep in mind that you aren’t just supporting one program at one organization, you are supporting 16 different programs.

And through those 16 programs, you are helping 50,000 people. Please take a couple of minutes to watch this short video to hear about a few of those 50,000 people helped through United Way programs and services each year.

<https://youtu.be/wYe2PHWa1r8>

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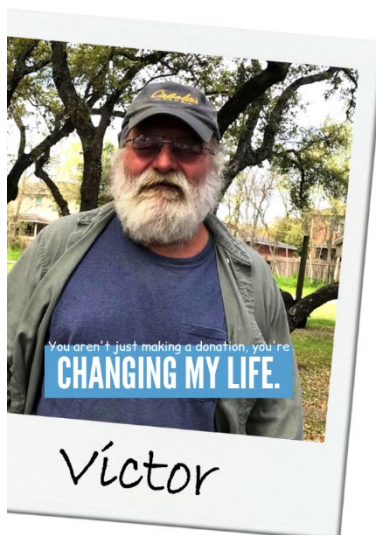
Updates on Campaign Progress

To: All staff

Subject: United Way Helps Your Friends and Neighbors

Keep those pledges coming so we can help people like Victor. Victor is a 65-year-old retired diabetic who relies on the Hays County Food Bank to supplement his groceries. He gets his retirement check monthly, but it's not enough to cover everything. His diabetes keeps him from eating certain foods so the availability of fresh produce at the weekly distributions. Victor stays away from the white bread and instead chooses fresh spinach or other greens. "The greens are so precious," he says. In one visit, he was able to pick up \$10 worth of leafy green vegetables that he would not otherwise have access to because he can't afford them.

Please turn in your pledge cards by _____, so that we can achieve our final goal of \$_____. I'm proud to be part of this exciting effort to improve the quality of life in our community. Stop by and say hello; I'd be happy to answer any questions you have about giving to United Way.



BE A LIVESAVER.

By making a donation to United Way of Hays and Caldwell Counties, you are helping senior adults like Victor have access to healthy food choices and nutrition classes through the Hays County Food Bank.

LIVE UNITED

www.unitedwayhays.org



Explain How United Way Helps

Subject: We Make a Difference with our gift to United Way

Every dollar you give helps by:

- Improving school readiness and literacy for area children
- Helping increase financial stability of individuals and families in our area
- Supporting safety net services for those in need of shelter, food, or basic medical care

LIVE UNITED is our opportunity to Give, Advocate and Volunteer.

<https://youtu.be/wYe2PHWa1r8>

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Make your donation today...

Did you know?

Subject: Did you know?

Did you know that just \$4 per pay period / \$2 per week / \$104 per year you can provide a month of hot meals for a shut in senior adult through Meals on Wheels, a partner program of United Way? Make your donation today to impact OUR community.



\$2 A Week
the cost of a coke and candy bar

- Provides a set of new clothes, shoes and basic care items for 2 children sheltering at **Greater San Marcos Youth Council**
- Provides simple, easy-to-carry, protein-rich food to 10 homeless adults in Hays County through **Hays County Food Bank**
- Provides a month of hot, nutritious meals for a shut-in senior in Hays or Caldwell Counties through **Meals on Wheels**.

Did you know?

Subject: Did you know?

- Did you know that just \$5 per pay period (\$130) provides the medical supplies and therapists to treat a child born with a disability through Any Baby Can? Make your donation today to impact OUR community.

Help children like Jason. Jason was born with Poland Syndrome, a condition that causes underdeveloped muscles on one side of the body, and in Jason it caused him to have a missing pectoralis major, or chest, muscle on one side as well as an underdeveloped hand and fused fingers. Jason's family was overwhelmed by his diagnosis. They left most doctor offices in tears because they were told to "figure out how to live with his condition" or to try therapy, which was too expensive.

They then learned about Any Baby Can's Early Childhood Intervention or ECI program. After two years in the program and having therapy at home, Jason is an active, confident toddler and Jason's family is confident about what the future holds for him.

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United Way of Hays
and Caldwell Counties



Did you know?

Subject: Did you know?

- Did you know that just \$5 per pay period (\$130) provides shelter for a child victim of abuse or neglect? Make your donation today to impact OUR community.

Join our fight for Alex and his sister. They have endured more in their short lives than most adults will in a lifetime. You see, Alex and his sister live in an abusive household. Fortunately, they live in a neighborhood where their neighbors are close by. One day, when the beatings were worse than normal, Alex escaped his house and ran next door. His neighbor immediately called the police even before Alex could explain what had happened. The evidence was on his face. Alex and his sister were removed from their home and taken to Greater San Marcos Youth Council. The police and shelter staff complimented Alex on being so brave, so determined to help himself and his sister.

While at the children's shelter, Alex didn't have to be so brave or protect his sister. He could just be a normal child. He was safe and so was his sister! Alex and his sister stayed at the shelter until a safe home with extended family could be found. On the day that they left the shelter, both Alex and his sister, with their bruising finally healed, were smiling and hopeful for their future holds.



You aren't just making a donation, you're

CHANGING OUR LIVES

BE A LIVESAVER.

By donating to United Way of Hays and Caldwell Counties, you are helping ensure children in our community who are victims of neglect or abuse, like Alex and his sister, have a safe place to go where they can learn not all adults hurt and not all adults ignore.

LIVE UNITED
www.unitedwayhaysco.org



United Way of Hays
and Caldwell Counties

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Did you know?

Subject: Did you know?

- Did you know that \$10 per pay period (\$260) provides employment skills training and financial coaching for one year to one person looking to advance their career through the San Marcos Housing Authority, a United Way partner? Make your donation today to impact OUR community.

Need More Information on What your Donation to United Way Does?

Subject: Where your donation to United Way really goes

United Way funds programs and projects that help people year-round. Want to know more about what your donation to United Way really does? Looking to volunteer? Check out United Way's website at www.unitedwayhaysco.org or watch this great video... <https://youtu.be/wYe2PHWa1r8>

Do You Know ALICE?

Subject: Do you know ALICE?

Yes, you do know ALICE. ALICE is your co-worker who works next to you every day. But what you don't know is that his wife is losing her battle with cancer. The medical bills that have piled up during their fight are making it difficult for them to make ends meet each month.

You see...ALICE stands for Asset Limited Income Constrained Employed. It's men and women of all ages who work hard every day but still struggle to make their basic monthly budget.

In Hays and Caldwell Counties over 49% of residents are either below the poverty line or they are what United Way terms "ALICE." They are Asset-Limited, Income-Constrained, Employed. They are hard-working individuals who unfortunately are not making the minimum amount of \$64,000 for a family of four to make all of their ends meet. They are one crisis... a medical diagnosis, needing new tires on their vehicle or their vehicle breaking down, or facing a reduction in hours at work...away from needing the help and support from United Way's partner programs.

By donating to United Way of Hays & Caldwell Counties, you are helping to ensure that ALICE has the resources they need to make ends meet during a crisis. **DONATE TODAY.**