

WELCOME MESSAGE [HOME PAGE]

Dear Colleagues,

We all need help sometimes. United Way of Rhode Island (UWRI) *helps* people.

With that, I am pleased to announce our support for UWRI's 2015 Campaign, and encourage you to help your fellow Rhode Islanders.

A little bit about UWRI: They're Rhode Islanders – it's all very local. Their programs touched 197,000 people last year and they have results – real, tangible results –if you want to know more.

And, if that's not enough, would it help to know that all of their fundraising costs are covered by a trust? UWRI donors can be confident that their gifts go directly to people and programs in need.

United Way helps people. And, because they can't do it alone, they need *your* help.

I hope that you will join me in making a gift to United Way of Rhode Island's Community Impact Fund.

PERSONALIZED EMAIL #1 – KICK OFF [SUBJECT: We get Results]

Hello, Joe Donor,

When we come together around the common goal of helping people in the same communities where we all live and work, we get results. United Way of Rhode Island knows this, too.

We help kids fall in love with learning.

1,600 kids avoid summer learning loss through UWRI's Hasbro Summer Learning program , and another 1,800 attend high-quality afterschool programs and they have bold plans to expand.

We help adults see new possibilities and reach new career goals.

UWRI funds Rhode Island Resource Hub, a database of education training opportunities that helped 2,200 people in the last year.

We help families take care of the essentials.

90,000 families in Rhode Island are struggling to meet basic needs. United Way funded agencies are there to help with food, housing, childcare, and more.

And these are just a small sample of our programs and reach across Rhode Island!

Join us. We can't do it alone.

STANDARD EMAIL #2 – REMINDER [SUBJECT: A Human Connection]

Dear Joe Donor,

United Way of Rhode Island provides one place for everyone to call when they need help – 2-1-1.

A quick bit about 2-1-1: It takes 200,000 requests for help each year. Yep, *200,000!* 2-1-1 call specialists connect people to housing, food, childcare, healthcare, free tax preparation, and even services for aging parents. And that’s not all, in the event of a storm or natural disaster, 2-1-1 answers the call.

When Rhode Islanders need it most, 2-1-1 provides a human connection—a connection like Marylillian:

Callers are amazed that they can actually call someone who has been there, done that.

We can’t do it alone. We all need help sometimes.

Marylillian helps by answering those calls.

And we need your help, too. Join us.

STANDARD EMAIL #3 – 2nd REMINDER

[SUBJECT: Every \$ Counts]

There are many ways your gift to the United Way of Rhode Island Community Impact Fund can change lives. Every dollar donated helps. Here’s how:

- \$3 a week or \$156 could help a young family buy groceries
- \$5 a week or \$250 could send the UWRI 2-1-1 van to a community event
- \$12 a week or \$625 could help pay the heat and electricity for an elderly neighbor
- \$19 a week or \$1,000 could send one child to an amazing summer-learning program
- \$38 a week or \$2,000 could support job training for a young adult

See how every bit can make a difference? And, if that’s not enough, UWRI donors can be confident that their gifts go directly to people and programs, as a trust covers 100% of our overhead.

Because we know that we all need help sometimes, we help people. And, because we can’t do it alone, we need your help.

Join us.

STANDARD EMAIL #4 – FINAL REMINDER

[SUBJECT: I Help]

Dear Joe Donor,

Here at United Way of Rhode Island, we've done the work. We've been out in the community for the past few months asking Rhode Islanders, "Why do you help?"

Some answers have surprised us, some have inspired us, some even made us laugh (hello, tax deduction!), and some have simply floored us. We want to share a few of these with you now.

I help because...

- I know what it feels like to have absolutely nothing.
- I care about my community.
- I want to pay it forward.
- Someone once cared to help me.
- To give others hope.
- *I don't want to live in a world where people don't help each other.*

Because we know that we all need help sometimes, we help people. And, because we can't do it alone, we need *your* help.

Join us. Join Rhode Islanders just like yourself.

Together, we are changing lives and strengthening our community.