**UnitedWay@work

GC – Local Default E-Mails
(Donor Inside the Alberta Capital Region)

1. Welcome (segmented by previous giving level)
2. Reminder E-Mail #1
3. Reminder E-Mail #2
4. Reminder E-Mail #3**

**The following content will only be sent to employees inside of the United Way of the Alberta Capital Region’s service area.

Updated: September 07, 2018***Note: Base Font is Arial; Default Font Size is 12*

**Welcome: New / Lapsed Donor (Previous Gift - $0):**

Sender Name: United Way of the Alberta Capital Region
Subject Line: It’s #UNIGNORABLE. You can help.

Dear <--firstName-->,

If you've never donated to United Way before, or if you just haven't donated in a while, we hope this year you will join the movement to end poverty in our region.

With more than 135,000 people living in poverty in the Alberta Capital Region, poverty is the most #UNIGNORABLE issue facing our community today. Every donation, no matter the size, makes a difference to real local people who are struggling.

Rather than just managing the symptoms of poverty, United Way looks at the big picture in order to deliver a coordinated network of services and programs that create lasting pathways out of poverty for children and families.

This is only made possible through the generosity of thousands of people just like you, who choose to give what they can each year. Together, we can take action against the #UNIGNORABLE issue of poverty and help make our community a great place for everyone.

[CLICK HERE](https://reports.secure.uwatwork.com/UWACR_40/administration/Web/%25welcomeLink%25) to Take Action Against Poverty

**Welcome: CORE Donor (Previous Gift - $1 to $749.99):**

Sender Name: United Way of the Alberta Capital Region
Subject Line: Take Action Against the #UNIGNORABLE Issue of Poverty

Dear <--firstName-->,

If you've never donated to United Way before, or if you just haven't donated in a while, we hope this year you will join the movement to end poverty in our region.

With more than 135,000 people living in poverty in the Alberta Capital Region, poverty is the most #UNIGNORABLE issue facing our community today. Every donation, no matter the size, makes a difference to real local people who are struggling.

Rather than just managing the symptoms of poverty, United Way looks at the big picture in order to deliver a coordinated network of services and programs that create lasting pathways out of poverty for children and families.

This is only made possible through the generosity of thousands of people just like you, who choose to give what they can each year. Together, we can take action against the #UNIGNORABLE issue of poverty and help make our community a great place for everyone.

[CLICK HERE](https://reports.secure.uwatwork.com/UWACR_40/administration/Web/%25welcomeLink%25) to Take Action Against Poverty

**Welcome: LEADER PROSPECT (Previous Gift - $750 to $1199.99):**

Sender Name: United Way of the Alberta Capital Region
Subject Line: Take Action Against the #UNIGNORABLE Issue of Poverty

Dear <--firstName-->:

We love our community - for its vibrancy, the strength of its people and the quality of life it provides for so many of us. Still, something is holding us back.

Poverty is the most **#UNIGNORABLE** issue facing our community today.

It robs children of their true potential, strips people of self-esteem and steals hope from families that struggle to build lives of stability and independence.

United Way brings together partners and strategies to delivery more than 100 programs that create pathways out of poverty right here in the Alberta Capital Region. Let's help make our community a great place for everyone.

We hope you'll decide to **take bold action in support of the most vulnerable people in our community by becoming a Leader of the Way**. [Click here to show your local love using this secure and personalized contribution link](https://reports.secure.uwatwork.com/UWACR_40/administration/Web/%25welcomeLink%25).

Thank you!

P.S. Please consider the convenience of a payroll deduction (if eligible) or regular monthly gift, so your donation can provide support all year round to local individuals and families.

**Welcome: Leader & MIG Donor (Previous Gift - $1200 and up):**

Sender Name: United Way of the Alberta Capital Region
Subject Line: Take Action Against the #UNIGNORABLE Issue of Poverty

Dear <--firstName-->:

We love our community - for its vibrancy, the strength of its people and the quality of life it provides for so many of us. Still, something is holding us back.

Poverty is the most **#UNIGNORABLE** issue facing our community today.

It robs children of their true potential, strips people of self-esteem and steals hope from families that struggle to build lives of stability and independence.

United Way brings together partners and strategies to delivery more than 100 programs that create pathways out of poverty right here in the Alberta Capital Region. Let's help make our community a great place for everyone.

We hope you'll **continue to be Leader of Way and support the most vulnerable people in our community**. [Click here to show your local love using this secure and personalized contribution link](https://reports.secure.uwatwork.com/UWACR_40/administration/Web/%25welcomeLink%25).

Thank you!

P.S. Please consider the convenience of a payroll deduction (if eligible) or regular monthly gift, so your donation can provide support all year round to local individuals and families.

**Reminder Email #1**

Sender Name: United Way of the Alberta Capital Region
Subject Line: Discover the power of your donation!

**Did you know United Way's work is 100% local?**

Your community and the people in it matter to you. And that's why at COMPANY NAME we help United Way provide support to local people who are struggling.

<--firstName-->, there's still time to make your safe and secure donation to United Way using your personalized donation link. **Click here to make your contribution**

Our families, friends, colleagues and neighbours need us. That's why we've set a lofty goal to raise <$XXX,XXX>. Let's show United Way how we can work together to tackle the **#UNIGNORABLE** issue of poverty in our community.

Sincerely,

Custom Signature

**Reminder Email #2**

Sender Name: United Way of the Alberta Capital Region
Subject Line: Changing lives, thanks to you!

 **We're half way there! Help us reach our goal.**

<--firstName-->:, I'm so excited to announce that the Company Name's United Way campaign has passed the halfway mark. As of today Company's Name has raised a total of <$XXX,XXX>! I'm so proud of what our team has been able to accomplish in such a short time, and I’m inspired by the generosity of our staff. Together, we are tackling the **#UNIGNORABLE** issue of poverty in our community.

I hope that you will help us keep the momentum going by making your donation to United Way today.

**Click here to make your contribution.**

Sincerely,

Custom Signature

**Reminder Email #3**

Sender Name: United Way of the Alberta Capital Region
Subject Line: Time is running out.

<--firstName-->,

Our Company's United Way campaign ends in less than 48 hours so there's still time to make your donation. Use this personalized link to visit our online campaign page and make a secure gift today.

**Click here to make your contribution.**

I know that helping local people deal with the **#UNIGNORABLE** challenges of poverty matters to you. That's why United Way ensures your donation is helping families, neighbours and friends right here in the greater Edmonton area.

It only takes a few minutes to give. Your decision will help children succeed through their school years, help families build lives of independence and financial stability, and help people overcome some of life's most challenging personal struggles.

Every gift makes a big difference when we give together.

Sincerely,

Custom Signature