* + New Donors (Previous Gift $0)
  + General (Previous Gift $1 to $749.99)
  + Prospective Leaders (Previous Gift $750 to $1199.99)
  + Leaders (Previous Gift $1200 to $7499.99)
  + Potential Pathfinders $7500 to $9999.99)
  + Pathfinders (Previous gift $10,000 & Up)

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| **New Donors Email Set** | **Text** |
| Welcome Email | From: United Way of the Alberta Capital Region  Subject: Join Us in Tackling the **#UNIGNORABLE** Issue of Poverty  Dear (Donor Name):  United Way looks at the big picture in order to deliver a coordinated network of services to address the root causes of poverty. One of the ways we do this is to help kids from the start, with early learning and development, support through the school years all the way to high school completion. This is Nadine, she was struggling in school and falling behind in her reading. Thanks to donors, she got the help she needed to overcome her barriers and the tools she needed to be successful.  [insert image of Nadine]  Watch this video on how United Way looks at the big picture to tackle the **#UNIGNORABLE** issue of poverty.  This year, new Everyday Hero donors will meet their match!  Edmonton Community Foundation will match new donors dollar-for-dollar if they donate between $365 to $1,199. For as little as $1/day, you can double the power of your donation and make a difference in someone’s life.  We hope you will **show your local love by donating today** using this secure and personalized link. **Click here to make your contribution.**  Thank you!  Custom signature  P.S. Please consider the convenience of a payroll deduction (if eligible) or a monthly credit card gift, so your donation can provide year-round support to local individuals and families. |
| **Reminder E-Mail #1** | From: United Way of the Alberta Capital Region  Subject: Discover the power of your donation!  **Did you know that United Way helped over 276,000 local people last year alone?**  Your community and the people in it matter to you. And that's why we help United Way provide support to local people who are struggling.  Test Donor, 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. Let's show our community how we can work together to tackle the **#UNIGNORABLE** issue of local poverty.  **Don’t forget! New donors will have their contribution matched by Edmonton Community Foundation dollar-for-dollar!**  Sincerely,  Custom Signature |
| **Reminder E-Mail #2** | From: United Way of the Alberta Capital Region  Subject: We're halfway there! Help Us Reach Our Goal  Test Donor,  Our campaign is halfway over, and we only have XXX weeks left! 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 and have your dollars matched by Edmonton Community Foundation.**  Sincerely,  Custom Signature |
| **Reminder E-Mail #3** | From: United Way of the Alberta Capital Region  Subject: Time is running out  Test Donor,  Our company's United Way campaign ends in less than 48 hours, but 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 and have your dollars matched by Edmonton Community Foundation.**  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 Alberta Capital Region.  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 |

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| **General Email Set** | **Text** |
| Welcome Email | From: United Way of the Alberta Capital Region  Subject: Join Us in Tackling the **#UNIGNORABLE** Issue of Poverty  Dear (Donor Name):  When you’re living in poverty, all your time is spent surviving. This is Kaitlyn. She was homeless and hungry. Then thanks to donors like you, she was able to receive meals that allowed her to focus on her future instead of hunger. Now, she is housed and healthy and has a rewarding career.  [insert image of Kaitlyn]  Together we're empowering people like Kaitlyn to create new beginnings with supports such as employment and financial literacy training.  United Way looks at the big picture in order to deliver a coordinated network of services to address the root causes of poverty. Watch this video on how United Way looks at the big picture to tackle the **#UNIGNORABLE** issue of poverty.  This year, existing Everyday Hero donors ($365 to $1,199) who increase their donation will have the amount of the increase matched by Edmonton Community Foundation (up to $1,199). For example, if you gave $365 last year and give $565 this year, $200 of the gift will be matched.  We hope you will **show your local love by donating today** using this secure and personalized link. **Click here to make your contribution.**  Thank you!  Custom signature  P.S. Please consider the convenience of a payroll deduction (if eligible) or a monthly credit card gift, so your donation can provide year-round support to local individuals and families. |
| **Reminder E-Mail #1** | From: United Way of the Alberta Capital Region  Subject: Discover the power of your donation!  **Did you know that United Way helped over 276,000 local people last year alone?**  Your community and the people in it matter to you. And that's why we help United Way provide support to local people who are struggling.  Test Donor, 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. Let's show our community how we can work together to tackle the **#UNIGNORABLE** issue of local poverty.  Sincerely,  Custom Signature |
| **Reminder E-Mail #2** | From: United Way of the Alberta Capital Region  Subject: We're halfway there! Help Us Reach Our Goal  Test Donor,  As of today, our campaign is halfway over, and we only have XXX weeks left! 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 E-Mail #3** | From: United Way of the Alberta Capital Region  Subject: Time is running out  Test Donor,  Our company's United Way campaign ends in less than 48 hours, but 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 Alberta Capital Region.  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 |

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| **Prospective Leaders Email Set** | **Text** |
| Welcome Email | From: United Way of the Alberta Capital Region  Subject: Be a Leader in Tackling the **#UNIGNORABLE** Issue of Poverty  Dear (Donor Name):  When you are living in poverty, all your time is spent surviving. This is AJ. He was homeless and suicidal due to his struggles with OCD. Then thanks to donors, he got the support he needed to feel hopeful about his future. Now, he is housed and volunteers to help others.  [insert image of AJ]  Together we’re helping people like AJ get back on track by providing critical services such as mental health and housing supports.  United Way looks at the big picture in order to deliver a coordinated network of services to address the root causes of poverty. Watch this video on how United Way looks at the big picture to tackle the **#UNIGNORABLE** issue of poverty.  We hope you will 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 use this secure and personalized contribution link.**  Thank you!  Custom signature  P.S. Please consider the convenience of a payroll deduction (if eligible) or a monthly credit card gift, so your donation can provide year-round support to local individuals and families. |
| **Reminder E-Mail #1** | From: United Way of the Alberta Capital Region  Subject: Lead the Way with the power of your donation!  **Did you know that United Way helped over 276,000 local people last year alone?**  Your community and the people in it matter to you. And that's why we help United Way provide support to local people who are struggling.  Test Donor, 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. Let's show our community how we can lead the way in tackling the **#UNIGNORABLE** issue of poverty in our community.  Sincerely,  Custom Signature |
| **Reminder E-Mail #2** | From: United Way of the Alberta Capital Region  Subject: We're halfway there! Help Us Reach Our Goal  Test Donor,  Our campaign is halfway over, and we only have XXX weeks left! 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 |
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| **Leaders Email Set** | **Text** |
| Welcome Email | From: United Way of the Alberta Capital Region  Subject: Lead the Way in Tackling the **#UNIGNORABLE** Issue of Poverty  Dear (Donor Name):  When you are living in poverty, all your time is spent surviving. This is AJ. He was homeless and suicidal due to his struggles with OCD. Then thanks to donors like you, he got the support he needed to feel hopeful about his future. Now, he is housed and volunteers to help others.  [insert image of AJ]  Together we’re helping people like AJ get back on track by providing critical services such as mental health and housing supports.  United Way looks at the big picture in order to deliver a coordinated network of services to address the root causes of poverty. Watch this video on how United Way looks at the big picture to tackle the **#UNIGNORABLE** issue of poverty.  We hope you will continue to be a **Leader of the Way and support the most vulnerable people in our community**. **Click here** to use this secure and personalized contribution link.  Thank you!  Custom signature  P.S. Please consider the convenience of a payroll deduction (if eligible) or a monthly credit card gift, so your donation can provide year-round support to local individuals and families. |
| **Reminder E-Mail #1** | From: United Way of the Alberta Capital Region  Subject: Lead the Way with the power of your donation!  **Did you know that United Way helped over 276,000 local people last year alone?**  Your community and the people in it matter to you. And that's why we help United Way provide support to local people who are struggling.  Test Donor, 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. Let's show our community how we can lead the way in tackling the **#UNIGNORABLE** issue of local poverty.  Sincerely,  Custom Signature |
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| **Potential Pathfinders Email Set** | **Text** |
| Welcome Email | From: United Way of the Alberta Capital Region  Subject: Pave the Way to tackle the **#UNIGNORABLE** Issue of Poverty  Dear (Donor Name):  When you are living in poverty, all your time is spent surviving. This is AJ. He was homeless and suicidal due to his struggles with OCD. Then thanks to donors like you, he got the support he needed to feel hopeful about his future. Now, he is housed and volunteers to help others.  [insert image of AJ]  Together we’re helping people like AJ get back on track by providing critical services such as mental health and housing supports.  United Way looks at the big picture in order to deliver a coordinated network of services to address the root causes of poverty. Watch this video on how United Way looks at the big picture to tackle the **#UNIGNORABLE** issue of poverty.  We hope you will choose to be a **Pathfinder in** **supporting the most vulnerable people in our community**. **Click here** to use this secure and personalized contribution link.  Thank you!  Custom signature  P.S. Please consider the convenience of a payroll deduction (if eligible) or a monthly credit card gift, so your donation can provide year-round support to local individuals and families. |
| **Reminder E-Mail #1** | From: United Way of the Alberta Capital Region  Subject: Discover the power of your donation!  **Did you know that United Way helped over 276,000 local people last year alone?**  Your community and the people in it matter to you. And that's why at we help United Way provide support to local people who are struggling.  Test Donor, 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. Let's show our community how we pave the way to tackle the **#UNIGNORABLE** issue of local poverty.  Sincerely,  Custom Signature |
| **Reminder E-Mail #2** | From: United Way of the Alberta Capital Region  Subject: We're halfway there! Help Us Reach Our Goal  Test Donor,  Our campaign is halfway over, and we only have XXX weeks left! 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 |
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| **Pathfinders Email Set** | **Text** |
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