

# SAMPLE EMAIL MESSAGES



## Our community can't recover without you.

Our community's friends and neighbours have been deeply affected by COVID-19. People and families who are experiencing poverty and related #UNIGNORABLE issues continue to face overwhelming challenges. Millions have lost their jobs. People are struggling to put food on the table. Paying rent is a daily worry for many. The social services sector is stretching beyond its limits to meet increased need.



- **17,755** individuals and families were assisted with access to food banks, meal delivery, shelter meals and after school snacks
- **34,541** people were helped by our programs and initiatives in meeting their basic needs and moving out of poverty toward possibility

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## You can prevent people from falling further behind

We need you to join our community recovery campaign today and show your local love as we recover from this crisis. Social service organizations across Canada have seen a **42-per-cent increase** in demand for their services, while experiencing a **39-per-cent decrease** in capacity to meet demand for services.

You can help close this gap. Your generosity will provide ongoing supports to help seniors stay connected, help families keep food on the table, provide vital mental health services and support people in accessing housing.

- **4,481** people, both individuals and families with children, found shelter in Durham Region
- **34,541** people were helped by our programs and initiatives in meeting their basic needs and moving out of poverty toward possibility

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## You can help sustain a strong social safety net

Our social service organizations and programs are in your community. They are the same ones your elderly neighbour counts on for her meal delivery and your friend visits for mental health support. We need your help to ensure this vital social safety net stays activated and responsive on the frontlines.

Our community still needs you.

- During COVID, over **100,000** hot and frozen meals and community food boxes were delivered to those with challenges related to physical, homelessness and mental health.
- **6701** seniors were supported with safe calls, meal delivery and transportation to medical appointments



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## Arrange a canvassing meeting

Hi! I am setting aside some time for us to talk about [organization's name]'s United Way campaign and tell you about some of the exciting things we have planned for the week of [date].

Did you know:

- Last year, we raised [\$120,000] from personal contributions
- [98%] of staff participated in the campaign

Our goal this year is to raise [\$130,000] with [100%] participation. I am confident we can achieve this goal with your help.

Before we meet, I encourage you to learn more about how United Way is making a difference in our community by visiting [unitedwaydr.com](https://unitedwaydr.com). This website offers personal stories, information on vital services offered by United Way agencies and long-term strategies to build a stronger and healthier community for everyone.

I look forward to meeting with you soon and answering any questions you may have at that time.

Your United Way Ambassador  
[name]

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## **Thank you** (ideally sent after canvassing someone)

Dear [name]

On behalf of [organization's name]'s United Way campaign team, thank you for your time today.

A donation made directly to United Way of Durham Region represents an important contribution to our organization's corporate social responsibility efforts. But more importantly, it will help United Way sustain a vital social safety net that provides hundreds of thousands of people--our friends, neighbours and family--with much-needed support, year-round.

When we come together, we can make a difference. That's the power of community.

Thank you.

Your United Way Ambassador [name]