

Email Templates

Use these templates to inform, ask, and thank your employees for giving to United Way of Greater Kingsport. Feel free to copy and paste the components into the email marketing system of your choice or simply send as a regular email from your address.

Make sure to edit and/or customize **anything you see highlighted in yellow** before you send out.

Introductory Email / Initial Ask:

Subject:

Do you know these 3 facts about United Way?

Preheader text:

Thank you for joining the fight to improve lives in Greater Kingsport! United We're Strong.

Header Image: [\[Download Here\]](#)

Body:

[FIRST NAME],

["United We're Strong" is more than just a slogan.](#) It's the power, endurance, and spirit of our entire community. And *your* gift, United with those of so many others, helps United Way continue the fight for the health, education, and financial stability of every person in our community.

But do you know all the good you are doing when you join the fight? Here are three things you might not know about United Way of Greater Kingsport.

1. We fight for the health of our neighbors. While often that means our physical health and mental health, we also know that safety and stability are essential to a healthy life and general wellbeing. Staff and volunteers at our member agencies, like [Larry and Deb, respond with calm and compassion in the face of unplanned disasters](#), connecting families with valuable resources.
2. We fight for all children and youth to be successful and prepared for college, career, and life. Through our many programs and initiatives, over 3,000 students have the opportunity to build safe, stable and nurturing relationships with caring adults. [Passionate school counselors, like April and Sarah](#), have been on the front lines assisting students through mental health challenges, helping them access basic items like food and personal care products, and helping them dream that tomorrow's future is better than today. [Mentoring relationships, like Attisyn and Anna's sibling bond](#) have survived across the miles, through the quarantine, and are now flourishing and growing.
3. We fight to break the cycle of poverty. Nearly 40% of households in our community struggle to make ends meet and are only one emergency away from financial upheaval. [Individuals like Ernie have experienced homelessness](#) and shown their resilience. Through the help of the Kingsport Homeless Coalition, he was provided with temporary housing, case management, transportation to appointments, assistance with housing applications, and the overall support he needed on his journey out of homelessness.

Will you join us? [\[Insert link or information on how a donation can be made at your company.\]](#)

Thank you in advance for your support!

Together, we can make a difference.
United We're Strong!

Reminder Email - Option 1 (long):

Subject:

Together we can make a difference. Your gift improves lives in Greater Kingsport.

Preheader text:

Thank you for joining the fight! United We're Strong.

Header Image: [\[Download Here\]](#)

Body:

[FIRST NAME],

Our campaign at [\[insert your company name\]](#) is off to a great start! If you have pledged or donated already, thank you! If you have not, you can do so today by [\[insert the ways to give to your campaign\]](#)

Read more to find out how your gift, United with those of so many others, helps United Way of Greater Kingsport fight for the health, education, and financial stability of every person in our community.

What does good health look like? It's kids who are ready to learn, vets who are able to cope, people in recovery who can remain sober, and so much more. Being healthy can also mean better job opportunities, more training, more stable housing, and higher wages because health is connected to education and economic stability. One of our community initiatives, [AveNew](#), focuses on drug education, prevention, stigma reduction and creating community connections.

We fight for all children and youth to be successful and prepared for college, career, and life. Our community initiative, [United WE READ](#), engages, empowers, and equips all children, families, and the Greater Kingsport community with tools and strategies that build a literacy rich culture and a pathway to lifelong success. Through their efforts, over 2,500 books have been distributed to local children, and many of our youngest community members have received additional support to prepare them for Kindergarten after a year of educational disruptions.

Nearly 40% of households in our community struggle to make ends meet and are only one emergency away from financial upheaval. When a family has enough money to cover an unexpected medical bill. When a father can stretch his budget further to buy groceries for the week. When a grandmother can stop living in her car and move into an apartment. That's a step towards financial stability. And it means all of these people are more likely to access quality health care, provide a good education for their children and contribute to their local economies. Our community initiative, the [Kingsport Homeless Coalition](#), works with more than 20 private, public, non-profit, and faith-based agencies to maximize resources by minimizing redundancy. Together, they form a coordinated, compassionate plan to serve the homeless in the Greater Kingsport area.

Will you join us in creating lasting change? [\[Insert link or information on how a donation can be made at your company.\]](#)

Thank you in advance for your support!

Together, we can make a difference.
United We're Strong!

Reminder Email - Option 2 (short):

Subject:

Together we can make a difference. Your gift improves lives in Greater Kingsport.

Preheader text:

Thank you for joining the fight! United We're Strong.

Header Image: [\[Download Here\]](#)

Body:

[FIRST NAME],

Our campaign at [\[insert your company name\]](#) is off to a great start! If you have pledged or donated already, thank you! If you have not, you can do so today by [\[insert the ways to give to your campaign\]](#)

How does your gift, United with those of so many others, help United Way of Greater Kingsport fight for the health, education, and financial stability of every person in our community? Your gift supports the resilience of [individuals like Ernie. Watch his video](#) to learn how, in the face of experiencing homelessness, he persevered to secure stable housing and is on his way to financial stability.

[Insert Video Thumbnail image. [Download it at this link.](#)]

Then, hyperlink the image to this url: <https://www.youtube.com/watch?v=0b64kkUuEXU>

Will you join us in creating lasting change? [\[Insert link or information on how a donation can be made at your company.\]](#)

Thank you in advance for your support!

Together, we can make a difference.
United We're Strong!

Thank You Email:

Subject:

Thank you for joining the fight! Your gift is improving lives in Greater Kingsport.

Preheader text:

Together we can make a difference. United We're Strong.

Header Image: [\[Download Here\]](#)

Body:

[FIRST NAME],

“United We're Strong” is more than just a slogan. It's the power, endurance, and spirit of our entire community. And donors like you are the foundation. In a year that has changed nearly every aspect of life, your generous gifts help us continue the fight for the health, education, and financial stability of every person in our community.

We invite you to stay connected with us throughout the year to see more places where your gift is making a difference! You can visit our website www.uwaykpt.org to always catch the latest news about our work, sign-up to receive our monthly newsletter, engage with us on social media, and find volunteer opportunities on www.Volunteer-United.org.

Thank you for your support!

Together we can make a difference.
United We're Strong.