

# 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 us to improve lives in Greater Kingsport! United is the Way.

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

**Body:**

[FIRST NAME],

[“United is the Way” – these are the words of United Way.](#) They are witnessed in the powerful, enduring spirit of our community – a community that continues to reach out to help our neighbors in need. And *your* gift, United with those of so many others, helps United Way of Greater Kingsport mobilize our community to action so that all can thrive.

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

**1. United is the Way to Youth Opportunity.** United Way of Greater Kingsport funds nine programs that support Youth Opportunity—promoting early childhood literacy and creating pathways for every child and youth to reach their full potential. One of these programs, the Sullivan County Imagination Library (SCIL), is committed to inspiring a lifelong love of reading by providing free books to young children from birth. Each month, SCIL mails approximately 6,400 books to children across Sullivan County, helping ensure they enter kindergarten with a strong foundation in literacy.

**2. United is the Way to Community Resiliency and Healthy Community.** United Way of Greater Kingsport funds 16 programs across the areas of Community Resiliency and Healthy Community. When Hurricane Helene struck in September 2024, the American Red Cross of Northeast Tennessee quickly mobilized to support affected communities. They opened emergency shelters, deployed response vehicles to flooded areas, and delivered meals, supplies and financial assistance to families who had lost their homes and access to basic resources.

**3. United is the Way to Financial Security.** United Way of Greater Kingsport supports eight programs focused on Financial Security—promoting self-sufficiency and creating opportunities for a better quality of life. One such program is Upper East Tennessee Human Development Agency’s (UETHDA) Neighborhood Service Center, which offers rental and utility assistance, employment support, financial literacy education, and life coaching to help prevent homelessness. These centers provide compassionate, personalized support to help individuals and families achieve greater financial stability.

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 is the Way!

## 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 us to improve lives! United is the Way.

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 mobilize our community to action so all can thrive.

What does community resiliency and healthy community look like? It's 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](#), is a community drug education and prevention coalition working to create a healthy and safe community that is free of substance misuse.

We advocate for all children and youth to be successful and prepared for 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 3,500 books have been distributed to local children, and many of our youngest community members have received additional support to prepare them for kindergarten.

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 security. Financial security means these individuals 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, with the goal of assisting individuals' move toward financial stability. 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 is the Way!

## 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 us to improve lives! United is the Way.

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 mobilize our community to action so all can thrive? Your gift supports the resilience of [individuals like Stephen. Watch his video](#) to learn how, in the face of experiencing job loss due to health issues, he persevered to secure a new job and a life of stability and self-sufficiency.

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

Then, hyperlink the image to this url: <https://youtu.be/1ZFns8mv-pQ?si=vOY27UDT5ZDWxaTQ>

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 is the Way!

## Thank You Email:

**Subject:**

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

**Preheader text:**

Together we can make a difference. United is the Way.

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

**Body:**

[FIRST NAME],

“United is the Way” - these are the words of United Way. They are witnessed in the powerful, enduring spirit of our community – a community that continues to reach out to help our neighbors in need. And donors like you are the foundation. Your generous gifts help us continue to mobilize our community for Youth Opportunity, Financial Security, Healthy Community and Community Resilience.

We invite you to stay connected with United Way throughout the year to see how your gift is making a difference! You can visit their website [www.uwaykpt.org](http://www.uwaykpt.org), sign-up to receive our monthly newsletter, engage on social media, and find volunteer opportunities on [www.Volunteer-United.org](http://www.Volunteer-United.org).

Thank you for helping those who need help!

Together we can make a difference.  
United is the Way!