

GENERAL MESSAGING

Subject: Make your United Way pledge today!

Body copy:

[FIRST NAME],

At [COMPANY], we prioritize giving back to our community to make West Michigan the best place to live and work. We know that to create lasting change, we can't just treat the symptoms of poverty; we need to fight the root causes to break the cycle. That's one reason we're running a United Way workplace campaign this year.

Investing in Kent County for more than 100 years, the money Heart of West Michigan United Way raises stays right here. Instead of tackling a single problem, United Way partners with more than 40 local nonprofits that work to increase access to food and housing, improve health and well-being, support youth education, provide job training, and everything in between.

We know you might be wondering, "How can my gift help?" [Watch this video from United Way](#) to see how one person can make a difference that benefits everyone and improves our whole community.

As you saw in the video, it takes you to create change. Your donation to United Way's Community Grant Fund combines with others to improve thousands of lives every year—and they need our help now more than ever before. Please consider contributing to our workplace campaign.

We're proud to LIVE UNITED because everyone benefits when we come together. Will you help us create a thriving community for all?

Sincerely,

[SENDER NAME]



Heart of West Michigan
United Way

FAMILY STABILITY

Subject: Addressing our community's most critical issues

Body copy:

[FIRST NAME],

Did you know that 1 in 8 West Michiganders and 1 in 7 children face hunger? Or that 8,026 Kent County residents experienced at least one episode of homelessness in 2020? These are just some of the most critical issues our neighbors are facing right now.

As longtime community advocates, [COMPANY] believes everyone deserves to have basic needs like food, shelter, healthcare, and more. Through our workplace campaign, we support Heart of West Michigan United Way's work to uplift those in need.

By funding local programs and services, United Way and their nonprofit partners provide access to:

- Stable, affordable, and safe housing
- Affordable and nutritiously diverse food
- Quality mental and behavioral health services
- Family support services

Funded by United Way, Community Food Club makes healthy food more affordable:

"I've been eating popcorn for dinner for the last two weeks. When I ran out of food, I didn't know what to do. I'm so glad my neighbor told me about the Food Club." When Kathy lost her job, she never envisioned needing food assistance. But as her job search took longer than expected, she found herself in need of a food resource. When she confided in her neighbor, they offered to take her to the Food Club. For a monthly membership fee of \$11, Kathy was able to fill her cart with fresh fruits, veggies, milk, eggs, meat, and so much more.

When we LIVE UNITED, we can help Kent County residents become strong and secure. Consider contributing to this year's United Way campaign to make a real difference in our community.

Sincerely,

[SENDER NAME]



Heart of West Michigan
United Way

YOUTH EDUCATION

Subject: Help our students learn and succeed

Body copy:

[FIRST NAME],

We know that success in school is an indicator for future success. But many students in our community are struggling in important subjects. In Kent County, nearly 58% of eighth graders aren't proficient in math, and about 71% aren't proficient in science.

Heart of West Michigan United Way funds local nonprofit programs that provide middle school students the support they need to learn and succeed. A gift to [COMPANY]'s United Way workplace campaign will help students improve their skills, provide professional development for their teachers, and increase access to after-school and summer STEM programs.

Here's how United Way funding made an impact at Camp Blodgett:

Last winter, a student, who attended our STEM Squad program and STEM Academy, said they hated chemistry and struggled to understand it. We later did an activity that involved creating rockets. The student loved it and said they were going to study how to do similar activities. Fast forward to our summer program. Not only could the student explain how to do the activities, but they also helped the other kids. Thanks to what they learned from our program, the student was very excited to do activities they once hated and even asked how to get involved with more STEM groups and activities.

When every child receives a quality education, our entire community thrives. Donate to our workplace campaign this year to build a brighter future in West Michigan.

Sincerely,

[SENDER NAME]



Heart of West Michigan
United Way

FINANCIAL SECURITY

Subject: Creating a better life in West Michigan

Body copy:

[FIRST NAME],

Heart of West Michigan United Way has a vision of a thriving community for all, and [COMPANY] shares this vision. However, many of our neighbors are struggling just to make ends meet.

Here in Kent County, 35% of households can't afford their most basic needs. By coming together, we can do more than anyone can do alone; together, we can ensure everyone in our community has an equal opportunity to become financially stable and secure.

That's why United Way funds programs at local nonprofits that provide opportunities for employment, training and credentialing, tax prep services, and more. As a United Way partner, Asian Community Outreach works with their clients to build workplace language skills:

Xuang immigrated to the U.S. from Vietnam three years ago. He's in his 60s and works in a plant doing heavy lifting. He wanted to learn English to move into a position that requires less exertion; these positions usually involve operating machinery and require a certain level of English proficiency. Xuang has enrolled in the program for nearly a year, attending Zoom classes each day before he starts his second shift at the factory.

By supporting this year's workplace campaign, we can address the financial challenges West Michiganders face every day. Can we count on you to join us?

Sincerely,

[SENDER NAME]



Heart of West Michigan
United Way

ALICE

Subject: LIVE UNITED to improve outcomes and change lives

Body copy:

[FIRST NAME],

Imagine working hard every day, but still struggling to afford your basic needs. You earn too much to qualify for assistance, but not enough to cover the cost of living. One unexpected setback—like a car repair, medical bill, or job loss—would cause more financial stress than you could manage.

Unfortunately, this scenario is far too common in Kent County: 1 in 4 working are struggling to make ends meet. [These are ALICE households: Asset-Limited, Income-Constrained, Employed](#). And in our community, ALICE households have increased by 20%—that’s more than three times the rate for Michigan as a whole.

We need a movement to change these outcomes; we need your support.

Through their Community Grant Fund, Heart of West Michigan United Way fights poverty by addressing its root causes. With more than 40 nonprofit partners, this network of support works with ALICE households to remove barriers, provide wraparound services, and connect them with critical resources throughout West Michigan.

You can be part of the solution—a gift of any size will make a life-changing difference for those working to rebuild their lives. Please make your pledge through our United Way workplace campaign today.

Sincerely,

[SENDER NAME]

P.S. The [Making Ends Meet simulation](#) walks you through a month in the life of an ALICE household. You’ll have to make difficult decisions just to get by—can you balance money and stress for 30 days?