UNITED WAY
Southeastern Idaho

Email templates

Use these handy messages and images to inform your coworkers about your organization's United Way Campaign. Just copy, paste, and adjust these as you wish!
If you would like additional content or images, please contact Shantay Bloxham, CEO, at shantay@unitedwaysei.org or (208) 232-1389.

Template 1

Subject Line: Let's team up to help local families and individuals in need!
Body of Email:
In Southeastern Idaho, hardworking families and individuals are facing tough choices between paying rent, buying food, filling prescriptions, or putting gas in their cars. The ALICE (Asset Limited, Income Constrained, Employed) population is struggling to make ends meet, and unexpected events can push them into disaster.

By donating through our workplace campaign, you'll be teaming up with United Way Southeastern Idaho to build solutions that empower our community.

Your donation will:

- Support senior households who have seen a nearly 30% increase in the gap between survival and stability budgets.
- Empower single female parent households, an astounding 80% are ALICE, by providing job training, affordable housing, and childcare assistance.
- Enhance food security for families working tirelessly to make ends meet.
- Strengthen our community partnerships to coordinate efforts effectively.

Together, we can bridge the gap between survival and stability for vulnerable households, ensure access to essential resources, and break the cycle of poverty. Your generosity can make a lasting impact on the lives of those in need.

Donate now and help us create positive change for those who need it most.

Template 2

Subject Line: Have you heard of A.L.I.C.E?

Body of Email:

Have you heard of ALICE? ALICE stands for Asset Limited, Income Constrained, Employed. It's a different way of thinking about our friends and neighbors that struggle to make ends meet. The income guidelines for federal assistance are outdated and incredibly low, which means that many families who are fully employed are still struggling to cover the basic cost of everyday necessities. In Southeastern Idaho, a family of four would need to earn more than $65,000 per year to survive month to month.

Despite having multiple sources of income, nearly half of the households in our 7-county region are below the ALICE threshold, including an astounding 80% of our single female-lead families. This means that our ALICE community members must make tough choices often. Imagine choosing between paying rent, buying food, filling a prescription, or putting gas in their car. Knowing that just one unexpected event like an accident, a medical bill, or a reduction in work hours will result in financial disaster.

But the good news is that you can help. 100% of your United Way donation supports a network of nonprofits that provide basic needs, increase economic mobility, and break the cycle of poverty in our community, you are helping local ALICE households get back on their feet and become financially secure.

Together, we can team up for tomorrow and create a brighter future for all members of our community.

Template 3

Subject Line: 3 Reasons to Give

Body of Email:

Are you wondering why you should make a donation to the United Way of Southeastern Idaho? Well, at United Way, they think – and work – differently. It's exactly what sets them apart and allows our donations to do the most good for the most people.

United Way of Southeastern Idaho is a leader, a collaborator, a supporter and – at times – a creator to solve complex community issues. Their all-women powerhouse team of eight punches above their weight, working every day to improve outcomes for children, families, and individuals in need in our seven-county region. They find solutions through their community impact work, and they team up with powerful partners to create a healthier, more financially stable and educated Southeastern Idaho.

Through research, consultation and experience, they know where the need is greatest in each community and invest their efforts and our donations where they will have the greatest results. They make sure the right people, organizations, and skills are at the table to solve the toughest problems. United Way of Southeastern Idaho works together with nonprofits, schools, government agencies, corporate partners, donors, and volunteers to improve lives across Southeastern Idaho.

While support for basic needs helps in the short-term, United Way of Southeastern Idaho aims to create lasting change. By learning more about the factors that influence poverty, they tackle them early and develop long-term solutions for local children and families.

A donation to the United Way of Southeastern Idaho Community Fund is the best way to help the most people. Please give today.