

2024 CAMPAIGN EMAILS

EMAIL 1: Kickoff Email

Thanks to everyone who attended our campaign kickoff! We hope you had a wonderful time learning more about United Way of East Central Iowa's impact in the community. If you were unable to attend, visit UWECI to [learn how to create sustainable change in Eastern Iowa](#).

As a recap, here are upcoming activities for this year's campaign: <<INSERT ACTIVITIES HERE>>

Part of our campaign kickoff included a discussion on what inspires us at UWECI and inspires you to give back to the community. [Click here](#) to revisit UWECI's Unite to Inspire strategy, which gives examples of how your dollars make a difference for individuals and families in our area.

EMAIL 2: Make an Impact VIA United Way

Every day at United Way of East Central Iowa, we rise to this challenge of creating a sense of belonging for everyone.

While able to exist on their own, when we connect through **Volunteering, Investing or Advocating** in our community, our community grows. As we bring the community together **VIA** United Way, we build stronger individuals and stronger communities. And we can't do it alone.

We're counting on you – as passionate, dedicated supporters – to support Eastern Iowa VIA United Way: through Volunteering, Investing, and Advocating. [Join the fight for our community today](#).

EMAIL 3: Unite to Inspire: Building Economic Mobility

When [we build economic mobility](#) in a community, we focus on key concerns such as housing and workforce stabilization. When individuals and families have the foundation of safe and affordable housing, their path to stability in our other focus areas (fostering childhood success and improving access to healthcare) is clear.

That's why United Way of East Central Iowa works collaboratively with key community partners to address affordable and quality housing and to create opportunities for employment and economic stability.

[Consider making or increasing your gift](#) this year or make a commitment to volunteer and advocate for causes that matter to you. Because when you support Eastern Iowa

[VIA United Way](#)—through volunteering, investing, and advocating—you create a stronger community for all.

EMAIL 4: Unite to Inspire: Fostering Childhood Success

[Fostering childhood success](#) is crucial in the early ages of childhood, and it doesn't end there. Our children are the future, and we are continuing to invest in them. Our focus is on shaping early childhood opportunities as well as our future workforce.

United Way of East Central Iowa is working with community stakeholders to develop strategies that assists children, teens, young adults, and parents.

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EMAIL 5: Unite to Inspire: Improving Access to Healthcare & Safety Net Services

[Improving access to healthcare](#) ensures that physical and mental healthcare is available and affordable for those who need it. UWECI's goal is to continue with the Assisted Transportation Program in Jones and Benton counties and our partners in Linn and Cedar County and will work to expand this free service. Our Women United supporters will continue to advocate for women's health and well-being in our community.

[Supporting safety net services](#) means "catching" individuals and helping them bounce back if they fall onto hard times. UWECI does not want a family or individual to have one crisis that sets them back for years. Our long-term goal is to understand barriers and implement strategies for individuals to access resources and help them navigate during times of crisis through services such as 211. Each member of our community deserves a net that catches them.

Will you hold this net for Eastern Iowans? By [investing your dollars](#) with United Way, you provide services and strength to those most in need.