

## *e-Pledge Standard Messaging*

The following is our standard e-Pledge messaging. You are welcome to use it as written, modify the text, or create your own messaging.

### *e-Pledge Homepage Greetings:*

## HELLO ANN, WELCOME TO EPLEDGE

When neighbors come together, real change happens. Your gift to United Way reaches across Portage County, supporting local programs that meet real needs right now – from food and housing to education and support in life’s toughest moments.

We invite you to support the United Way campaign and help make a meaningful difference for people across Portage County. Every dollar is thoughtfully directed where it’s needed most – and **it stays right here at home**, helping our community grow stronger.

Give \$52 or more to receive a **GIVE & GET UNITED Coupon Book** and be entered into the **LIVE UNITED – GIVE UNITED Sweepstakes**. Learn more at [UnitedWayPoco.org/Sweepstakes](https://UnitedWayPoco.org/Sweepstakes).

DONATE NOW

### *Kick-Off Email Message:*

Dear [Name],

In Portage County, possibility begins with neighbors helping neighbors. A student gains the support they need to succeed in school. A family finds help putting food on the table. Someone facing a difficult moment is reminded they are not alone.

**A single donation** to United Way reaches across our community, **supporting local programs** that meet real needs right now. **Behind every dollar is a thoughtful decision**, ensuring help goes where it’s needed most, when it’s needed most. **And the impact stays local**, helping the very people and places that make Portage County strong.



Now, [Company Name] is coming together to support our local United Way campaign, and you are invited to be part of that impact through our workplace campaign. Together, we can continue building a community where everyone has the opportunity to thrive.

Our company campaign goal this year is [campaign goal], and we invite you to help us reach it by [campaign end date]. Every gift, no matter the size, helps strengthen our community.

As a thank you, donors who give \$52 or more will receive a **GIVE and GET UNITED Coupon Book** valued at approximately \$2,000. Donors will also be automatically entered into the **LIVE UNITED - GIVE UNITED Sweepstakes** for a chance to win one of 10 exciting prizes, including a **brand-new vehicle**, thanks to generous local sponsors!

Learn more at [UnitedWayPoco.org/Sweepstakes](http://UnitedWayPoco.org/Sweepstakes).

Thank you for being part of a community that shows what is possible when we come together.

[Your Name]

[Your Title or Department, if applicable]

[Company Name]

**To make a donation, simply click below:**

<LINK>

## *1st Reminder Email Message:*

Dear [Name],

In Portage County, the strength of our community comes from people who care about one another.

Because of your generosity, neighbors throughout our area have access to the support they need when it matters most. Local families can find help with basic needs, children can receive the support they need to succeed, and individuals facing difficult moments know they are not alone.



There is still time to be part of [Company Name]'s United Way campaign. Your gift helps strengthen programs right here in Portage County and ensures support is available for neighbors who need it.

When you give \$52 or more, you will receive a **GIVE and GET UNITED Coupon Book** valued at approximately \$2,000 and be entered into the **LIVE UNITED - GIVE UNITED Sweepstakes** for a chance to win one of 10 exciting prizes, including a **brand new vehicle!**

Our campaign ends on [campaign end date], and every gift helps us move closer to our goal of [campaign goal].

Learn more at [UnitedWayPoco.org/Sweepstakes](http://UnitedWayPoco.org/Sweepstakes).

Thank you for helping make our community stronger.

Warmly,

[Your Name]

[Your Title or Department]

[Company Name]

**To make a donation, simply click below:**

<LINK>

## *2nd Reminder Email Message:*

Dear [Name],

There is still time to be part of [Company Name]'s United Way campaign.

Every gift helps support neighbors across Portage County. Because of the generosity of our community, local programs are able to provide food, education resources, and other essential services to those who need them most.

Your gift helps ensure these resources remain available for families, children, and individuals throughout our community.



As a thank you, donations of \$52 or more will receive a **GIVE and GET UNITED Coupon Book** valued at approximately \$2,000 and will be entered into the **LIVE UNITED - GIVE UNITED Sweepstakes** for a chance to win one of 10 exciting prizes, including a **brand-new vehicle!**

Give today or learn more at [UnitedWayPoco.org/Sweepstakes](http://UnitedWayPoco.org/Sweepstakes).

Thank you for being part of a community that cares for one another.

With appreciation,

[Your Name]

[Your Title or Department]

[Company Name]

## *Confirmation Email Message:*

Hello [Name],

Thank you for supporting United Way of Portage County. Your donation of [Pledge Amount] will help strengthen programs and services that support neighbors right here in our community.

Because of your generosity, families can access the resources they need, children have opportunities to succeed, and individuals facing difficult moments can find support.

Your gift is part of something bigger. When our community comes together to give, it creates real and lasting impact across Portage County.

Thank you for helping to make our community stronger.

With gratitude,

Fred Hebblewhite

CEO

United Way of Portage County