

## 20 Days of Email

"Twenty Days of United Way E-mail" helps you educate your co-workers about the value of United Way and improves your campaign results. These short statements are designed to be copied into a daily e-mail communication, but please distribute this information through whatever means is most appropriate for your company.

1. United Way of Abilene Community Partners serve a 19 County area. With a higher number of working poor and increased family stresses, our community's needs are increasing. Your help is more important than ever.
2. United Way partners with our Community Resource Center, 2-1-1 Texas A Call for Help. 2-1-1 Texas connects people to the resources that can help. If you need help and don't know where to begin, dial 2-1-1 Texas, 24 hours a day, 7 days a week.
3. **GIVE. ADVOCATE. VOLUNTEER.** United Way is working to cut the number of lower-income families who are financially unstable in half by 2018. Find out how you can get involved at [unitedwayabilene.org](http://unitedwayabilene.org). Need help? Call 2-1-1 or (325) 673-8211
4. United Way Community Partners are held accountable. Over 90 community volunteers' review and monitor programs for results and cost effectiveness. Funding decisions are based on the impact these programs have on the priority needs in our community.
5. When you give to United Way, your money goes far, but not far away. Dollars raised in our community stay in our community to help build a better place for all of us to live, work and raise a family.
6. United Way provides community solutions. By researching community needs, finding programs that can best address those needs, and monitoring program results to ensure that your contribution is addressing the underlying causes of real issues.
7. United Way encourages you to get involved in our community, so  
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8. United Way is the most powerful way to give to your community. By adding your gift to that of so many others, we can accomplish so much more than we could alone.
9. Wouldn't knowing that you positively changed just one person's life really make you feel good? Your gift to United Way improves the lives of thousands of people each week, 365 days a year.
10. United Way invests your dollars to provide the building blocks for a good life--education, income and health.

11. Payroll deduction allows you to make a big impact with a small gift each pay period. If everyone makes a gift of \$2 or \$3 each week, we can meet the increased needs in our community.
12. United Way has many volunteer opportunities--campaign, impact teams, board member, office help and more. Other volunteer opportunities are also available at many local organizations. Sign on to help at the Volunteer area of our website [unitedwayabilene.org](http://unitedwayabilene.org).
13. United Way of Abilene mission is to improve lives by mobilizing the caring power of the West Central Texas area. We will do this by actively seeking to leverage the intellectual, organizational, institutional, financial, faith-based and personal resources of our communities as the best means to make positive, measurable and lasting change for the communities we serve.
14. United Way knows how to respond to current needs because we participate in a community needs assessment. The 2007 Community Survey details information about the quality of life in our community and the needed areas of improvement. This information allows us to focus on what is important.
15. If you have a question about how you can LIVE UNITED, visit our web-site at [www.unitedwayabilene.org](http://www.unitedwayabilene.org).
16. United Way encourages programs to work together to address community needs. By organizing partnerships, providing opportunities for networking, being a community resource and sponsoring educational opportunities, United Way is helping our partners be more effective.
17. United Way is working to increase the number of youth and adults who are healthy and avoid risky behaviors by one-third before 2018. Invest in the future today through the United Way of Abilene. Volunteer! Opportunities that fit your life are waiting for you at [www.unitedwayabilene.org](http://www.unitedwayabilene.org)  
Need help? Call 2-1-1 or (325) 673-8211
18. When we make a difference in the life of one person, we make our entire community stronger. That's why we invite you to join us, to LIVE UNITED.
19. United Way of Abilene is recognized as a community leader in creating community partnerships that get results.
20. The strength of our community depends on the strength of our United Way. The strength of our United Way depends on YOU.

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