



United Way
Central & Northern
Vancouver Island

EMAIL 1: FIRST TIME DONORS

Subject line:

Help our community thrive by giving to United Way

Your support is needed now more than ever

[Name], your community needs you.

The past few months have tested all of us in ways we could have never imagined. But for our friends and neighbours who were already experiencing poverty and related issues—struggling to make ends meet or put food on the table—it has been an exceptionally difficult and, sometimes, heartbreaking time. That’s why we’re asking you to join us and support those who need it most by making a gift today.

As we continue to move together through this crisis, people and families across central and northern Vancouver Island are going to need your help more than ever. That’s because demand for social services has skyrocketed. In fact, we know, in part through our ongoing community development work and real local relationships, that our community partners are reporting an increased demand on their services. In particular, they have identified food security as being the greatest increased need since the start of the pandemic. The need for all vital supports has risen sharply. Today, we’re asking you to show your local love by becoming a United Way donor. Can we count on you to ensure we don’t leave anyone behind?

[DONATE TODAY](#)

Sincerely,

[NAME]

P.S. By giving a one-time or a monthly gift you will help local vulnerable individuals and families access life-changing programs through our local social safety. You are needed now more than ever.