

## Email Template 1:

Hi to my dear family and friends -

Many of us are fortunate enough to never go without. This fall, the United Way is on a mission to raise awareness of our ALICE population and the struggles nearly half of our community face every day. I will be fundraising for United Way's ALICE programs and accepting the challenge to X (Please describe what your challenge) to communicate the lack of choice and opportunities for those living in poverty or just above the poverty line during the first ever ALICE Awareness Week. I will be fundraising and participating in an ALICE challenge for 5 days in a row (November 5-9) to spark dialogue and awareness about the struggles ALICE faces.

In the Northern Shenandoah Valley alone, more than 40 percent of people live in poverty or are right on the edge every day, having to make hard choices. Many of these people are ALICE (asset limited, income constrained, and employed), making just enough to not qualify for government help, but having few places to turn when things get tough. I am hopeful that the ALICE Awareness Week will help me personally connect to those who struggle every day, as one teeny-tiny representation of poverty and the limited access to the resources we take for granted.

I would love to have your support in my ALICE Awareness Week Challenge. I am so passionate about the United Way and the work we do and am inspired by the impact your donations can have on the Greater Northern Shenandoah Valley community conjunction with our mission and community programs. We are collecting donations for ALICE programs at: (INSERT YOUR PERSONAL PAGE LINK HERE) November 5-12<sup>th</sup>.

## Email Template 2

As you all know I am a very involved in our community, here in the Shenandoah Valley area. Recently our United Way has been working endlessly to create a new campaign in our community called The ALICE Awareness Week to raise awareness about poverty in our area.

Did you know: Virginia constitutes poverty as a family of 4 bringing in under \$24,600 per year? In the Northern Shenandoah Valley, that is 11% of our population. There is also the ALICE (Asset Limited, Income Constrained, but Employed) population, that makes just enough to not qualify for help, but struggles every day to get by. That group alone constitutes 33% of our population. That means 44% of our residents struggle every day!

How it works: I am committing to an ALICE Challenge (please describe your challenge here) for 5 days the week of 11/5 – 11/9 to raise awareness for poverty in the Shenandoah Valley and gain donations that will go to support ALICE, and help fund our community programs that work with those affected by poverty.

You can also participate and along with us! To join me or to gain more information visit our ALICE Awareness Week page (insert link)

To make a donation to my personal fundraising goal please click (PLACE PERSONAL CAMPAIGN PAGE LINK HERE)!