



**LEADING
THE WAY**

Subject Line: What are we doing together in Eastern New Mexico?

Email Body:

Hi [Name],

We need you with us-- whether you're new to United Way of Eastern New Mexico or you've been creating impact with us for years.

At United Way, we believe that everyone who lives and works in Eastern New Mexico deserves the opportunity to thrive. Together with you and partners like [Company Name], United Way mobilizes the caring power of people to create transformational change here in Eastern New Mexico.

Day in and day out, United Way of Eastern New Mexico funds and develops programs that meet the most urgent needs in our community, which includes Curry, Roosevelt, Quay, & De Baca counties. We're proud of all we've accomplished together for our great community in 2023:

- **\$200,000 given in grants to local nonprofits & donor directed giving**
- **300 families given financial help to avoid eviction or utility shut off**
- **6 homebound individuals received vital home repair**
- **9 families are no longer homeless**

More work is needed to build on this momentum. If you've already given, thank you. If you haven't, there's still time to join in.

BUTTON TEXT: Donate [Hyperlink]

Together, let's Lead the Way and make great things for people who call Eastern New Mexico home.

Gratefully,

Kristen Holmes

Donor Relations

United Way of Eastern New Mexico

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