

TO: <Business Owner>, <Business Name>
<Address>
<City, State Zip>

FROM: Mari E. Mellick, CAE, Executive Director

DATE: April 1, 2021

SUBJECT: WHAT YOU CAN DO, Campaign Sponsorship – Respond by April 30, 2021



There is still great uncertainty even as covid-19 vaccinations increase.

Many continue to cope with lost income and jobs, mental health challenges, declining academic performance.

YOU have the power to help others.

Support people in the Hastings area who are struggling in the wake of the pandemic.

As a UWH Campaign Sponsor, you'll send a message of encouragement to your local neighbors in the Hastings area. You receive 12 months of advertising and promotion that far exceed the costs. Your sponsorship allows the UWH to direct more donor dollars where they are needed most – to programs and services that benefit our community members – while your business or organization receives positive exposure and thousands of advertising impressions. Don't miss this chance to help your neighbors **and** increase your visibility! LIVING UNITED is working together. Join us!

WHAT YOU CAN DO, As Easy As 1, 2, 3

- 1. Check the sponsorship options on the enclosed flyer**
- 2. Choose your package**
- 3. Return your form and payment by April 30, 2021**

Questions? Call 651-438-3337

SPECIAL MESSAGE - UWH continues to respond to the impact of the pandemic and is addressing mental health challenges with recent webinars and important resources: www.unitedwayofhastings.org/site/mental-health-webinars.

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