

- Client:** United Way of Buffalo & Erie County via Kideney Architects, P.C.
- Project:** United Way Community Challenge kick-off email
- Objective:** Motivate the staff at Kideney Architects to increase their contribution to the United Way's 2006 Community Challenge
- Outcome:** Kideney's contribution to the United Way of Buffalo & Erie County increased 15% from the previous year

COPY EXCERPT:

Give to the 2006 United Way Community Challenge

I'm very excited to work with Adrienne this year on the United Way Community Care Campaign. **Next Tuesday, at the September birthday lunch, a speaker from the United Way is going to give a 10-minute presentation on the 2006 Community Challenge.** Until then, I'll give you a little sneak peek.

What is Community Care?

Our community is faced with many critical human service needs, including:

- Parents who need access to quality childcare or parenting tools.
- Children who need programs that promote positive attitudes and behavior.
- Individuals and families that need to achieve self-sufficiency (i.e. the unemployed, victims of domestic violence or those battling drug addictions).
- Senior citizens who need assistance to live independently.
- Local nonprofit agencies that need to be more accessible and run more efficiently.

How should you choose which group to support?

With United Way Community Care, you don't have to choose. By donating to Community Care, you can help provide funding for programs that address all of these needs. The United Way will invest your donations only in programs that deliver tangible outcomes in our community. All programs supported by Community Care are held accountable for achieving results. For a complete list of agencies served by the United Way of Buffalo & Erie County, please visit <http://uwbec.org/agencies.htm>.

How Can You Help?

To enter the Community Challenge, simply make a pledge. **If you are new to the Community Challenge, we ask that you donate \$1.00 per week. If you are a current donor, we ask you to increase your donation by at least \$1.00 more per week than last year's gift.** Pledging at this level will automatically enter your name into drawings for the United Way's daily prizes from October 2nd – December 15th. You will also be entered to win one of the United Way's five fabulous grand prizes listed below:

- \$3,500 Evans National Bank Debit Card
- Free gasoline for a year from TOPS Markets and Martin's Super Foods Store

- One year of high speed internet and digital cable from Time Warner Cable. This prize also includes a large-screen television and computer system.
- \$5,200 in gift cards from Wegmans (\$100 per week for one year).
- 2007 Sports Fanatic Pack including:
 - 2 season passes to Buffalo Bills home games
 - 2 season tickets to 2007 Buffalo Bandits games
 - 4 passes to the Buffalo Bisons fridaynightbash
 - Select tickets Buffalo Sabres 2006 – 2007 games

As an additional incentive, the firm has donated tickets to a Buffalo Bills home game. To qualify for the drawing, simply make a pledge as described above. We will distribute pledge forms at the September birthday lunch. As always, you have the option of donating through a weekly payroll deduction or through a direct gift. Thank you in advance for your generosity.