**SAMPLE EMAIL**

Team,

We will be participating in the United Way of Rutherford and Cannon Counties’ Baby Basics Collection Drive (*formerly the Community Baby Shower Sort-a-Thon*).

This year’s collection drive will continue to support new and expectant parents but in a reimagined way. Your participation can help ease the burden of local families so that they can access baby basics and early childhood necessities for their little ones.

**With our support, the United Way will provide new parents with essentials for their baby.** The cost of caring for a baby adds up. We ensure parents who can’t afford the essentials have access to diapers, baby wipes, bottles and other necessities. Most importantly, parents have the opportunity to connect with key resources to help them give their newborns the best possible start in life.

If you are able to contribute, the United Way has provided three easy ways to participate this year.

* 1. Bring your donated baby items from the list below to [INSERT WHERE YOU ARE COLLECTING SUPPLIES EX- BREAKROOM] by [INSERT DATE].
  2. Purchase items on United Way’s Amazon Wish List. The items will be shipped directly to United Way’s office. [Click here](https://www.amazon.com/hz/wishlist/ls/27T7JZUI8XT1H?ref_=wl_share) to view the Amazon Wish List.
  3. Make a monetary donation to go towards baby supplies and the United Way staff will do the shopping for you. [Click here](https://fundraise.givesmart.com/form/-15lew?vid=13a9xz) to donate.

For more information on United Way’s Community Baby Shower Sort-a-Thon, visit <https://www.yourlocaluw.org/babybasics>.

Thank you!

**SAMPLE SOCIAL MEDIA MESSAGES**

* [INSERT YOUR ORGANIZATION’S NAME] is a public collection site for the United Way of Rutherford and Cannon Counties’ Baby Basics Collection Drive. You may drop off new baby supplies (sized newborn to six months): bottles, onesies, diapers, wipes and blankets at [INSERT YOUR LOCATION, HOURS OF OPERATION AND DEADLINE FOR SUPPLIES].
* Parenthood can be overwhelming for anyone. Whether it’s nutrition, developmental milestones, or safe sleep, new parents have a lot to learn. That’s where our community—supportive friends, family, and caring neighbors— comes in. Please join [INSERT YOUR ORGANIZATION’S NAME] in participating in the United Way of Rutherford and Cannon Counties’ Baby Basics Collection Drive. You can make a monetary donation or purchase baby supplies for the United Way’s Amazon Wish List. Learn more at yourlocaluw.org.