

EMAIL & SOCIAL MEDIA SAMPLES

Feel free to copy and paste these samples into an email, social media outlet or create your own! Be sure to send out social media posts at least weekly.

A. Subject line: What's for lunch?

Did you know that there are 11,866 students at UMKC on need based aid, 3800 students are recipients of Pell grants, and that 2 students reported that they were homeless in spring 2014?

Can you help me and my organization help them? We are participating in a food drive to benefit Kangaroo Pantry. Our goal is ADD YOUR GOAL. Kangaroo Pantry is the newly formed food pantry at UMKC that collects and distributes non perishable food to those in our university community that need assistance.

Drop by some canned goods or make an online donation to support our efforts at kangaroopantry.umkc.edu to stop hunger pangs within our university family! Thanks for your consideration.

C. Subject line: Can you give up lunch today?

Did you know that many staff members at UMKC are paid at or below the poverty level and have to support families and that 1000+ students have an expected family contribution between \$0-\$1000.

Can you help me help them? We're participating in a canned food drive to benefit Kangaroo Pantry. Drop by some canned goods or make an online donation to support our efforts at kangaroopantry.umkc.edu to stop hunger pangs within our university family! Thanks for your consideration.