

## Sample email

### “STUFF THE TRUCK”

Each year a number of students leave for summer vacation with the grade level skills and knowledge that they worked hard to achieve. Many of these students will participate in summer camps, family vacations, and summer workshops that will continue to enhance and strengthen their skills. However, a number of students, particularly in poor communities will lose what they have gained because of unequal access to the experiences, tools, and information that is often part of their more advantaged peers.

“Summer learning loss disproportionately affects low-income students. While all students lose some ground in mathematics over the summer, low-income students lose more ground in reading, while their higher-income peers may even gain. Most disturbing is that summer learning loss is cumulative; over time, the difference between the summer learning rates of low-income and higher-income students contributes substantially to the achievement gap” (Making Summer Count, 2011). More than 28,000 children in Wayne County qualify for free and reduced-price meals through the National School Lunch and Breakfast Programs.

This summer, you can minimize the **SUMMIER SLIDE** by donating new or like-new children’s group to United Way. With your help, United Way is assisting summer service providers to address summer learning loss in reading.

<<**You organization name**>> is partnering with United Way of Wayne and Holmes Counties on the STUFF THE TRUCK campaign to collect new or like-new Children’s Books. With your help, we will provide children’s books to children in 2015 summer programs. Your donations are an important way to support children so they may show up to school ready to learn each day.

You can make a difference by simply dropping off your donations at the drop off box at **[designated location.]**

Help us reach our goal of **1,000 Children’s Books!**

If you would prefer to make a monetary contribution, please make checks payable to United Way of Wayne and Holmes Counties, noting STUFF THE TRUCK, P.O Box 548, Wooster, Ohio 44691. Or give securely online at [www.uwwh.org](http://www.uwwh.org).

**New or Like-new Children’s Books for children ages 5-9  
(Kindergarten to 3<sup>rd</sup> Grade)**

**THANK YOU FOR YOUR GENEROSITY!**