



Stop the Learning Loss – Email Templates

Email Teaser

SUBJECT LINE: **Together, we'll help stop summer learning loss!**

When kids are hungry and bored all summer, this results in a significant enough learning loss that teachers must spend each fall re-teaching up to a quarter of the material from the previous year to affected students

Coming soon: ways to help the 38% of Minnesota who children receive free and reduced price meals at schools get through the summer.

Let's work with United Way to fight hunger's impact on kids' educations!

Email #1

SUBJECT LINE: **You can help low-income kids keep up-to-speed!**

Did you know that low-income kids lose 2-3 months of reading skills each summer? Then, they waste time each autumn catching up when they could be learning new things.

It's like having to relearn your job every fall.

Stop the Learning Loss

Second-grader **Jaiceon**, who always had a tough time at school, raised his reading level by four grade levels during a 10-week summer session after his mother enrolled him in United Way agency partner, the YWCA's summer Youth Achievement Program, which supports summer learning with academic enrichment and healthy meals.

For the first time in his life, he is academically ahead of his peers.

wants to help low-income kids like Jaiceon retain or improve their reading skills this summer. To reach our goal, we need to raise _____ in the next _____

It's easy to help Stop the Learning Loss

- [Give](#)
\$35 buys a child five books they can keep and read during the summer
- [Volunteer](#)
Give time at a summer education program.

- [Spread the Word](#)
Post, tweet, or simply talk with co-workers, friends, or family.

Together with United Way, we can transform summer for our region's disadvantaged children.

Why United Way?

Greater Twin Cities United Way has the community relationships and review processes in place to identify and connect us to the programs that make the most difference.

Email #2

Subject: **You can help fight hunger's impact on kids!**

Hunger hurts kids:

- It's harder to learn. It's hard to stay focused when you're always hungry. Children worried about their next meal are more likely to be behind academically.
- It's harder to stay healthy. Hungry children suffer more frequent health problems and poorer physical health, which can also affect their school participation.

No lunch means no learning. Stop the Learning Loss

Fifteen-year-old **Ray** often went without dinner to ensure his younger siblings got to eat. The meal he could count on was his school lunch, which disappeared when summer began. But now, thanks to a Loaves & Fishes partnership with the YMCA, Ray and his siblings get free lunchtime meals that fuel them to keep learning and growing.

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