

EXPERIENCE 1: THREE CLICKS TO REACH CHECKOUT PAGE

EMAIL 1: GIVE NOW BUTTON



Michael, the COVID-19 pandemic has affected each and every one of us. At the University of Washington, the impact to our campus community is one of the most serious challenges we've ever faced. **Students' lives have been significantly disrupted by the ripple effects of this global crisis;** many have lost the jobs, housing or family support that enables their college education.

This will be a defining moment for the UW and our greater community. Our collective efforts can sustain our students through this turbulent time as we work hard to ensure that no one goes hungry, loses housing, or ends their academic pursuits.

The **COVID-19 Emergency Student Support Funds** at our Seattle, Bothell, and Tacoma campuses have been established to provide unrestricted resources to both undergraduate and graduate students experiencing sudden financial hardship.

As a dedicated supporter of the University of Washington, we turn to you to help us overcome these challenges together. **Your gift today can make all the difference.** Please join us in helping our students.

Thank you,

Thomas Duke
Director of Annual Giving

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[GIVE NOW](#) >

UW HOME TOGETHER WE WILL GIVE NOW

BE BOUNDLESS
FOR WASHINGTON FOR THE WORLD

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EXPERIENCE 1

LANDING PAGE OF EMAIL 1

W TOGETHER UW RESOURCES - GET INVOLVED - SIGN IN

UW COVID-19 Emergency Student Funds




UW COVID-19 Emergency Student Funds

Share and Maximize Your Impact!

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© Campaign ends 06/01/2021 at 12:00 AM


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 <p>UW Seattle COVID-19 Emergency Student Fund By UW Seattle Your support will provide unrestricted funds to cover tuition, books and living costs for UW Seattle students.</p>	 <p>UW Bothell COVID-19 Emergency Student Fund By UW Bothell Your support will provide unrestricted funds to cover tuition, books and living costs for UW Bothell students.</p>	 <p>UW Tacoma COVID-19 Emergency Student Fund By UW Tacoma Your support will provide unrestricted funds to cover tuition, books and living costs for UW Tacoma students.</p>
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CAMPUS PAGE

W TOGETHER UW RESOURCES - GET INVOLVED - SIGN IN

UW SEATTLE COVID-19 EMERGENCY STUDENT FUND



This campaign supports:
UW SEATTLE COVID-19 EMERGENCY STUDENT FUND

DONATE NOW

SUPPORT UW SEATTLE COVID-19 EMERGENCY STUDENT FUND WITH:
A ONE TIME GIFT A MONTHLY GIFT

Basic Necessities \$10.00 Could provide one student with funds to ensure basic needs like	Utilities and WiFi \$25.00 Could provide one student with funds to help cover utility costs	Groceries \$50.00 Could provide one student with funds to purchase groceries	Medical Care \$100.00 Could provide one student with funds to help cover medical costs	Housing \$250.00 Could provide one student with funds to help cover medical costs	Other Every gift makes an impact.
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CHECKOUT PAGE

UW SEATTLE COVID-19 EMERGENCY STUDENT FUND

Select a gift frequency
Choose an option below before continuing to your payment information

One Time Monthly

Select a giving level
Choose an option below before continuing to your payment information

Other
You pick how much you want to give. A gift of any amount makes a difference.

Basic Necessities - \$10.00
Could provide one student with funds to ensure basic needs like toiletries

EXPERIENCE 2: TWO CLICKS TO REACH CHECKOUT PAGE

EMAIL 2: CAMPUS TILES



Nelmy, the resilience of our University of Washington community in the face of the COVID-19 pandemic has been moving. Students are navigating a new learning environment as faculty and staff continue mobilizing to limit disruptions to the education we provide. However, the impact of this crisis is extensive and far more significant than any other challenge we've faced before.

Every day, **we hear from more students grappling with financial insecurity which jeopardizes their UW education.** Although federal funds are available to some, restrictions apply and many students who need help are excluded.

The **COVID-19 Emergency Student Support Funds** at our three campuses **provide unrestricted resources to any undergraduate or graduate student** experiencing financial hardship as a result of this global pandemic.

We understand many alumni and friends of the UW have been impacted by the pandemic as well. If you have the ability to do so, **please join our efforts by making a gift today.** Together, we can ensure every student has the opportunity to succeed.

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[**Support Students at UW Seattle**](#)



[**Support Students at UW Bothell**](#)



[**Support Students at UW Tacoma**](#)

[UW HOME](#)

[TOGETHER WE WILL](#)

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EXPERIENCE 2: TWO CLICKS TO REACH CHECKOUT PAGE

SAMPLE LANDING PAGE OF EMAIL 2

2

W TOGETHER UW RESOURCES - GET INVOLVED - SIGN IN

UW SEATTLE COVID-19 EMERGENCY STUDENT FUND



This campaign supports:
UW SEATTLE COVID-19 EMERGENCY STUDENT FUND

DONATE NOW

SUPPORT UW SEATTLE COVID-19 EMERGENCY STUDENT FUND WITH:
A ONE TIME GIFT A MONTHLY GIFT

Basic Necessities \$10.00 Could provide one student with funds to ensure basic needs like toiletries. SELECT	Utilities and Wifi \$25.00 Could provide one student with funds to help cover utility costs and internet access. SELECT	Groceries \$50.00 Could provide one student with funds to purchase groceries. SELECT	Medical Care \$100.00 Could provide one student with funds to help cover medical costs. SELECT	Housing \$250.00 Could provide one student with funds to help cover medical costs. SELECT	Other Every gift makes an impact. \$ <input type="text"/> *Minimum donation of \$5 DONATE NOW
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CAMPAIGN

UW Seattle COVID-19 Emergency Student Fund

Due to the COVID-19 pandemic and its ripple effects, our campus community continues to face an unprecedented number of students with immediate financial need. Many UW students and their families have lost the jobs and income they rely on to cover their UW education and living expenses. Others are experiencing immediate food and housing insecurities or personal and family health crises. While we are working hard to support our students, we expect this level of need to increase as this crisis continues.



The UW Seattle COVID-19 Emergency Student Fund provides unrestricted resources to undergraduate and graduate students who are experiencing financial hardship as a result of the COVID-19 pandemic. You can help bring relief to these students and prevent the disruption of their education.

Your gift today will help provide the following necessities for students in need:

- Tuition, books and supplies
- Housing and living expenses
- Technology for virtual learning
- Child care
- Unanticipated medical cost

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Basic Necessities - \$10.00
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