

## Strive2Thrive Campaign Mid-Campaign Update Email

**Email Copy:** Strive2Thrive Mid-Campaign Update Email

**Drop date:** 03.04.22

**Drop time:** 8 a.m.

**Segment:** Non-Donors who *clicked through* the Strive2Thrive campaign launch NXT email

**Subject Line:** Still interested in supporting Pitzer students through Strive2Thrive?

Dear [DONOR],

Just two months ago Pitzer launched our **Strive2Thrive Campaign**, and we are overwhelmed with the support we have received thus far! With the help of XX donors, a total of \$XXX dollars has been raised, bringing us XX percent to goal.

As Pitzer's *Mental Health and Wellness Outreach Facilitator*, it is my privilege to provide Pitzer students with the tools to foster their mental health and wellness through the **Strive2Thrive program**. I've seen first-hand this program's impact on so many students, from those experiencing mental health crises to those looking for ways to proactively grow their emotional maturity. With support from this campaign, the Strive2Thrive Program can continue to expand its reach so all Pitzer students can prioritize wellness and cope with the ever-changing world around them.

---

By supporting the **Strive2Thrive Campaign**, you are actively addressing the growing need for mental health and wellness resources on Pitzer's campus in the following areas:

**INFRASTRUCTURE:**

Creating a designated Wellness Space.

**COUNSELING, CASE MANAGEMENT, AND ADMINISTRATIVE SUPPORT:**

Increasing staffing and resources to provide vital support to students.

**PROGRAMMING AND STUDENT ENGAGEMENT:**

Increasing operational budgets for student, faculty, and staff-run wellness programs.

**EQUITABLE ACCESS FOR DIVERSE STUDENT POPULATIONS:**

Offering specific academic support and mental health resources to diverse student groups.



**Commented [CC1]:** Link to campaign

<https://www.givecampus.com/3aug1u>

**Commented [CC2]:** Link to Strive2Thrive program webpage

<https://www.pitzer.edu/student-life/strive-2-thrive/>

**Commented [CC3]:** Link to campaign

<https://www.givecampus.com/3aug1u>

I cannot stress enough the impact your donation will have on the betterment of our students at Pitzer and beyond. As Ramesh would say, "If you save a life, you can save the world."

***Give to the Strive2Thrive Campaign today!***

*Provida Futuri,*

[Kristin Williams Photo]

Kristin Williams, MS, MSW  
*Health and Wellness Outreach Facilitator*

**Commented [CC4]:** Make as a Give button. Link to campaign

<https://www.givecampus.com/3aug1u>