

NorthCoast Serve & Support Campaign

Email & Partner Communication Tools

About the Campaign

The NorthCoast Serve & Support Campaign is launching its first annual community effort rooted in service, stewardship, and preparedness. This inaugural year establishes the foundation for an ongoing initiative dedicated to equipping individuals and families across Erie County, Pennsylvania with the training, resources, and support needed to face challenges with confidence and dignity.

Through hands-on preparedness training, coordinated fundraising, and the collection of essential goods, the campaign turns compassion into practical action. Funds and supplies raised through this effort directly support local shelters and warming locations, strengthen community readiness, expand access to life-saving training, and provide critical resources to those who need them most.

The NorthCoast Serve & Support Campaign is guided by the belief that service is most meaningful when it is intentional, and that caring for others requires more than words alone. By committing to this campaign as an annual effort, we aim to strengthen our community through preparation, partnership, and a shared responsibility to serve one another well—year after year.

Short Email / Newsletter Blurb

The NorthCoast Serve & Support Campaign is launching its first annual community initiative focused on preparedness, service, and practical support across Erie County. Through training, fundraising, and essential goods collection, the campaign directly supports local shelters and warming locations while strengthening community readiness.

Full Email Template

Subject Line Options

NorthCoast Serve & Support Campaign
Serving Our Community Through Action & Preparedness
Supporting Shelters and Strengthening Community Readiness
A Community Effort Rooted in Care, Service, and Preparedness

Email Body Copy

We are proud to share the launch of the NorthCoast Serve & Support Campaign, a new annual community effort rooted in preparedness, service, and practical support across Erie County.

This campaign brings together hands-on training, coordinated fundraising, and essential goods collection to directly support local shelters and warming locations while expanding access to life-saving skills and resources.

We invite you to learn more about the campaign, participate where you're able, and help share this mission as we work together to strengthen our community through preparation and service.

CTA Button Text

Learn More

Support the Campaign

Get Involved

Help Spread the Word

Partner Talking Points

What This Campaign Is

NorthCoast Serve & Support is an annual community campaign designed to provide preparedness training, raise funds, and collect essential goods to support shelters, warming locations, and broader community readiness efforts across Erie County.

Why It Matters

Local shelters and warming locations often operate with limited resources while serving individuals during their most vulnerable moments. This campaign helps bridge that gap by providing training, funding, and critical supplies that allow these organizations to serve safely, effectively, and with dignity.

How to Help

Partners can support the campaign by sharing information, participating in or hosting training, contributing funds or goods, and helping connect this effort to others who want to serve meaningfully.

Announcement Script (30–45 Seconds)

We'd like to share information about the NorthCoast Serve & Support Campaign, a new annual community effort launching here in Erie County. This campaign is focused on preparedness, service, and practical support for individuals and families across the NorthCoast region.

Through training, fundraising, and essential goods collection, the campaign directly supports local shelters and warming locations while strengthening community readiness. It's an opportunity to turn compassion into action and serve others with intention.

We invite you to learn more about the campaign, get involved where you're able, and help share this mission as we work together to serve and support our neighbors.