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Date: 12/8/2015 11:39:06 AM

Subject: One SC Update

Attachments: One SC Sample E-mails.docx
One SC Facebook Posts.docx
One SC Sample Tweets.docx
One SC Logo.jpg
One SC Backgrounder.docx
One SC - Ways to Give.docx

Dear One SC Advisory Committee Members,

Governor Haley again thanks you for agreeing to serve on the One SC Advisory Committee. She is extremely grateful for all of your efforts.

We wanted to give you an update on Fund efforts to date. With your help, over \$1 million has been raised for One SC so far. This money will go to assist the 727 families that FEMA estimates will still be out of their homes on January 1, 2016. In order to help all of these families return home, we still have work to do.

Over the last several weeks and in the weeks to come, here's how we have or will encourage giving to One SC:

- The Governor hosted a press conference to announce One SC, with several of you in attendance.
- The Governor will record a short video to be played at events throughout the state.
- The Governor will record a short video to be sent to all local chambers of commerce for distribution to members.
- The Governor has sent a letter to many of South Carolina's important business partners.
- The Governor included information about ways to give to One SC in her annual Christmas tree lighting speech.

- In the coming weeks, we will be recording a PSA to air on South Carolina television stations, and the Governor would like many of you to appear in it. More to come on this.
- The Governor's office, in conjunction with Central Carolina Community Foundation (CCCF), will be planning multiple fundraising events for One SC. The Governor would like to use your reach to make these events successful. More to come on this.

To keep you informed, either our office or CCCF will send these updates on a regular basis. There are two ways you can help now, if you are willing: 1) A number of you have already personally and generously given to One SC. If you haven't, please consider giving. 2) I have attached sample e-mails, Facebook posts, Tweets, and the One SC logo for you to consider pushing out through your network. For your convenience, I've included these samples in both the attached word documents and in the body of this e-mail below. I've also included a backgrounder on the fund and a one-pager on ways to give.

Again, thank you for all of your efforts on behalf of South Carolina's flood victims! Please let me know how I can help you.

Holly G. Pisarik
Chief Legal Counsel
Office of Governor Nikki R. Haley
O: 803-734-8465 C: 803-322-6255

Sample E-Mail #1
Dear _____,

The recent thousand-year flood bruised South Carolina, and while it certainly did not break us, many of our neighbors remain in need. In fact, FEMA estimates that as of January 1, 2016, 727 families will still be out of their home. And, many of the non-profit agencies assisting these families are running out of resources.

Because I care deeply about my home state, I serve as an Advisory Committee Member to the One SC flood relief fund along with Governor Haley and several other South Carolina celebrities, including former Governor David Beasley, Tajh Boyd, Stephen Colbert, Jay Haas, Marcus Lattimore, Edwin McCain, Bob McNair, Craig Melvin, Chris Randolph, Jerry Richardson, Mayor Joe Riley, Darius Rucker, Steve Spurrier, Dawn Staley, Dabo Swinney, and Anita Zucker.

The goal of One SC is simple: It will help bridge the gap between existing resources and the unmet housing needs of flood victims. It will allow neighbors to help neighbors, which is one of the things South Carolinians do best. It will assist the most vulnerable of these 727 households to make the repairs necessary to return to their homes.

Please join me in assisting our neighbors. There are four ways to donate:
Online: Visit www.onescfund.org to make an online donation using your credit card

Text Message: Text 'onesc' to 843-606-5995

Call: Central Carolina Community Foundation at 803-254-5601

Mail a check made payable to Central Carolina Community Foundation – One SC to:
Central Carolina Community Foundation
One SC
2711 Middleburg Drive
Suite 213
Columbia, SC 29204

Thank you for your generosity!

Signature

Sample E-Mail #2

Dear _____,

Happy Holidays to you and your family! In this season of thanks and joy, I ask that you join me in helping our South Carolina neighbors. FEMA estimates that as of January 1, 2016, 727 families will still be out of their home due to the historic thousand-year flood. To help these families return home, I have joined the Governor and several South Carolina celebrities, including former Governor David Beasley, Tajh Boyd, Stephen Colbert, Jay Haas, Marcus Lattimore, Edwin McCain, Bob McNair, Craig Melvin, Chris Randolph, Jerry Richardson, Mayor Joe Riley, Darius Rucker, Steve Spurrier, Dawn Staley, Dabo Swinney, and Anita Zucker, in supporting the One SC flood relief fund.

The goal of One SC is simple: It will help bridge the gap between existing resources and the unmet housing needs of flood victims. It will allow neighbors to help neighbors, which is one of the things South Carolinians do best. It will assist the most vulnerable of these 727 households to make the repairs necessary to return to their homes.

There are four ways to donate:

Online: Visit www.onescfund.org to make an online donation using your credit card

Text Message: Text 'onesc' to 843-606-5995

Call: Central Carolina Community Foundation at 803-254-5601

Mail a check made payable to Central Carolina Community Foundation – One SC to:

Central Carolina Community Foundation

One SC

2711 Middleburg Drive

Suite 213

Columbia, SC 29204

Thank you so much for your generosity and, Happy Holidays.

Cheers!

Signature

Sample Facebook Post #1

I am proud to stand with Governor Haley and help raise funds for the One SC Fund for flood relief. Every dollar raised will help rebuild our state and ensure that every South Carolinian has a home to return to. Please join me by making a donation to www.onescfund.org!



Sample Facebook Post #2

There is no place like home for the holidays! Please join me in giving to our neighbors devastated by the flood to begin rebuilding! Gather your friends, families, congregation, work associates, book club and civic groups together and donate to www.onescfund.org. Please SHARE #OneSCfund!



Sample Facebook Post #3

Today's to-do list includes one important task – Make a donation to help South Carolinians affected by the flood rebuild! Join me! www.onescfund.org



Sample Facebook Post #4

Today, I am issuing a challenge to my Facebook Fans! I will match every dollar, up to \$100,000 (fill in the amount) made to the One SC fund for flood relief! Write my name in the special instructions box when you make your donation! PLEASE SHARE! www.onescfund.org



Sample Tweet #1

Governor @nikkihaley & I are helping South Carolinians rebuild. Join us! www.onescfund.org



Sample Tweet #2

There's no place like home for the holidays! Please help us rebuild SC homes! Join us! www.onescfund.org



Sample Tweet #3

Alone we can do so little, together we can do so much! Join me to help South Carolinians rebuild! www.onescfund.org

org



Sample Tweet #4

Join my team and help South Carolinians rebuild! www.onescfund.org

Insert your picture!

Sample Tweet #5

Join me in making a New Year's resolution to help South Carolinians rebuild! Give now! www.onescfund.org

Insert your picture!