

# LIVE UNITED talking points

United Way is working to advance the common good by focusing on education, income and health. These are the building blocks for a good life---a quality education that leads to a stable job, enough income to support a family through retirement and good health.

Our goal is to create lasting changes that prevent problems before they happen. We invite you to be a part of these changes. Together, we can inspire hope and create opportunities for a better tomorrow.

United Way is how our community comes together to address the major issues we face today. United Way is how people in our community show they care about each other. How all people can show they care about EVERYONE else. When we think of other lives as linked to our own, our compassion grows.

United Way supports programs that make measurable impact through donor contributions to the United Way Community Impact Fund. It's a unique giving option in philanthropy. The Community Impact Fund is a powerful way to make a lasting impact on the issues that are important to our community. When we combine our resources, we are creating opportunities for a better life for all.

When you give, advocate, and volunteer you are creating opportunities for a better tomorrow. Everyone is a champion for change. So go advocate in a LIVE UNITED world. Do it in public. Be visible. This is the power that we all have.

# Making The Ask

Asking people to give may seem intimidating at first, but once you read these easy tips you'll feel more at ease.

- Give before you ask.
- Remember that you're asking for those in need in our community who may include friends, family, neighbors, or your co-workers.
- Emphasize the convenience and affordability of payroll deduction.
- Ask for more, not less. "If you pledged last year, please consider increasing your pledge". "If you haven't participated in a workplace giving activity before, please consider doing so this year."
- Let people know ahead of time that you will be asking them to pledge.
- Collect the completed pledge forms at the end of employee presentations.
- Implement a peer-to-peer ask.
- Strive to make "the ask" of all employees.

*For easier tracking, ask all employees to return their pledge forms. This ensures that everyone has had the opportunity to participate.*

If you cannot directly ask everyone, here are a few ways to encourage giving. Incentives are a great way to increase participation and make giving fun.

- Create friendly competition between departments, other company locations or like industry companies.
- Offer incentives based on timely return of pledge cards, participation and/or specific investment levels.

*Fun and prizes always make it an enjoyable giving effort. Make your fundraising activities stand out by having some fun while you help our community.*

## Fair Share Giving Guide

If you make this:

Up to \$19,999/yearly

\$20,000 to \$29,999

\$30,000 to \$69,999

\$70,000 to \$99,999

\$100,000 and up

Consider an investment of this amount:

One hour's pay per month

1% or \$4 - \$6 per week

1.25% or \$7 - \$17 per week

1.5% or \$20 - \$29 per week

2% + or \$38 and up per week

# Sample Letters or E-mails

## Sample Letters for you or the CEO to send to employees:

Dear employee:

During the next few weeks you will be hearing a great deal about United Way. Our organization recognizes the important and ongoing health and human services provided to our neighbors by the agency programs and special initiatives supported by United Way of El Paso County.

United Way has a remarkable approach to assessing and reviewing the priority needs of our community. Volunteers from all walks of life spend countless hours carefully evaluating more than 65 programs supported by United Way to decide how our contributions can best be invested to ensure the greatest outcomes.

Our company's fundraising efforts will kick off on (date) with (Employee Campaign Coordinator Name) as chair. Please join me in supporting this year's effort by contributing as generously as you are able. Because of you, our communities will be stronger for generations to follow.

Every year we get the chance to demonstrate our community spirit and leadership by taking part in the United Way Fundraising Effort. This year we invite you to consider either joining us or increasing last year's contribution. It is truly the one way to **LIVE UNITED**.

Sincerely,

CEO Signature

# Sample Letters or E-mails

## **Campaign Kickoff – to all**

**Sent to:** All employees

**Date:** Day of United Way kickoff/United Way meeting

**Subject:** You can impact lives!

**Body:** United Way is the driving force behind dozens of initiatives, past and present that provide solutions to El Paso's most critical needs. Our goal is to **LIVE UNITED**, and to **LIVE UNITED**, is to support programs in our community that get results and improve lives.

YOUR COMPANY NAME is excited to participate in this ongoing effort to change lives in our community. Because of the generosity of people throughout El Paso, United Way can target resources in these three impact areas:

- Children Succeed:
  - every child being ready for school
  - reduce the high school dropout rate.
- Financial Stability:
  - improve their employability
  - increase home ownership
  - improve families' financial assets.
- Strong Families:
  - efforts which will lead to a stable and healthy lifestyle.

Signed by CEO or Coordinator

# Sample Letters or E-mails

## **Pre-Campaign - to all**

**Sent to:** All employees

**Date:** Between two weeks and two days before the fundraising starts.

**Subject:** **LIVE UNITED!**

**Body:** It's that time of year again to kick off our United Way fundraising efforts and open our hearts to those around us. The theme for this year's fundraiser is **YOUR THEME HERE.** United Way is dedicated to addressing the needs and seeking solutions for our community. Because of the compassion of United Way's donors, resources are targeted at these three impact areas:

- Children Succeed:
  - every child being ready for school
  - reduce the high school dropout rate.
- Financial Stability:
  - improve their employability
  - increase home ownership
  - improve families' financial assets.
- Strong Families:
  - efforts which will lead to a stable and healthy lifestyle.

Bottom line, it's these results that matter. Gifts to United Way impact lives and get results.

# Sample Letters or E-mails

## Sample Letter for Leadership Group

Dear [Your Organization's Name] Employee:

Leadership is something we appreciate and value at [Your Organization's Name]. Within our company and our industry we admire leaders who distinguish themselves by their innovation, initiative, ability to foster partnerships and knack for getting to the heart of the matter.

These are some of the same reasons why, within our community, United Way has long been respected as a leader. United Way brings our community together to deal with important issues in three impact areas:

- Children Succeed:
  - every child being ready for school
  - reduce the high school dropout rate.
- Financial Stability:
  - improve their employability
  - increase home ownership
  - improve families' financial assets.
- Strong Families:
  - efforts which will lead to a stable and healthy lifestyle.

United Way is working for positive, systemic change to address the underlying causes of complex social issues by getting to the heart of what it is to **LIVE UNITED** in our community.

A gift to United Way is a wise investment for those of us who appreciate return on our dollars and our time. United Way of El Paso is one of the most efficient charitable organizations around. Eighty-six cents of every dollar raised goes to the delivery of services.

As you make your investment in United Way through our giving efforts this year, I hope you'll give strong consideration to the Leadership Investment levels described within our United Way materials.

Thank you, in advance, for joining me in support of United Way's efforts to **LIVE UNITED**. We're proud to make [Your Organization's Name] part of United Way today.

CEO

Signature