



UNITED WAY'S PULL ON THE PRIDE TALKING POINTS

What:

- United Way's Hoodies for the Holidays has been a growing signature event for young professional supporters of United Way over the past 6 years.
- Last year over 200 young professionals attended
- This year, we have re-freshed the event based on attendee input.
- In addition to a new name –Pull On the Pride--the event will also include wrapping competitions, raffle prizes, fun games and drinks with coworkers, friends and maybe some new connections.
- The goal of the event is to collect college hoodies that will be given to kids participating in United Way's Be A Middle School Mentor program to help inspire them to think about their future.

Why:

- Middle School is a critical time when a child's self-esteem is formed.
- Wearing a new college sweatshirt signals to peers and friends that "Yes, I see myself as a future college student or graduate"
- Especially for teens and pre-teens, what you wear is who you are. We want kids to identify as optimistic, college and future-bound.
- For many kids in our community the hoodies will serve as their winter jacket during the freezing Pittsburgh winter.

How You Can Help:

- This year, our goal is to collect 400 hoodies
- There are many ways to get involved:
 - Organize a drive at your workplace

- People are naturally proud of their college and it inspires competition. A company Hoodie Drive can put that competitive spirit to good use.
 - If your school is represented most in the donation box, that is worth bragging rights.
 - Get creative, collect hoodies from smaller universities, women's colleges, HBCU's, and other secondary education institutions.
- Attend the Wrap Party on November 20th
 - If you don't have the time to donate during the collection drive, bring your hoodie to the Wrap Party on November 20th. OR donate \$25 to United Way's Be a Middle School Mentor Program.
 - The Wrap Party is always a great time to kick-off the holiday season.
 - The Wrap Party brings together dozens of local young professionals looking to get involved with a good cause and have a good time – with food, drinks, games and more!
- Sign up to deliver hoodies at Be a Middle School Mentor sites.
 - Be in the room when the student's open up their hoodies for the first time and see their smiling faces.
 - Spark up a conversation about your time in college, your career path and encourage the students to consider and speak about their future goals.
 - For many of the kids, this is may be one of their only gifts during the holiday season. This is an opportunity to be part of a special moment for the students.