

MESSAGING GUIDE

For United Way's Employee Engagement Champions



These important and effective messaging points can be used to guide your communications with associates and help you lead a successful workplace campaign. Please feel free to use them verbatim. (Just copy and paste.)

WHY UNITED WAY?

- Every year, United Way, through our workplace campaign, makes it possible for our team to make a real impact on the lives of our most vulnerable neighbors.
- In southwestern Pennsylvania, more families and individuals than ever are facing food and housing insecurity. Families are struggling to make it to the next paycheck and are looking for ways to build their employment and life skills. And too many children face an uphill battle to find success in school and life.
- United Way invests in nonprofit agencies and programs that help people meet basic needs, move toward financial stability and help build success in school and life.
- Every day, hundreds of individuals reach out for assistance to United Way's PA 211 helpline. This helpline operates 24/7/365 and connects people in crisis with resources such as food and emergency shelter. Your donation to United Way's Impact Fund helps expand this essential lifeline for thousands of families in our region.
- Last year, more than a half million individuals were positively impacted by programs and agencies supported by our donations to United Way of Southwestern Pennsylvania.

GIVE TO THE IMPACT FUND

- Giving to United Way's Impact Fund is the most efficient and most powerful way to invest in your community. It allows you to help more people right here where you live than giving to a single nonprofit.
- By designating your donation to the Impact Fund, you give United Way the ability to create efficiencies and strategically leverage resources. Simply put, United Way's Impact Fund makes your donations go further and solutions work harder.
- The Impact Fund invests in dedicated and innovative agencies, allowing them to do what they do best.
- Your donation to United Way's Impact Fund creates real change by helping people Meet Basic Needs, Move Towards Financial Stability, and Build Success in School and Life.
- When you donate to United Way's Impact Fund, you can be assured that your dollars stay right here in our community, helping neighbors in crisis and creating opportunities to learn and move toward financial stability.
- Giving to United Way's Impact Fund helps connect people at times of crisis to essentials such as emergency shelter, food and assistance with utilities.
- Giving to United Way's Impact Fund helps provide resources to overcome short-term financial instability and gives people practical tools and training to sustain a better quality of life for themselves and their families.
- Giving to United Way's Impact Fund helps young children start their educational journey and build foundational skills that will benefit them in the classroom and in life.
- The Impact Fund invests in programs and agencies that have demonstrated an ability to impact the largest number of individuals and families.

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WAYS TO GET INVOLVED BEYOND GIVING: VOLUNTEERING AND DONOR GROUPS

United Way offers many ways to make an impact:

- **Volunteer as an individual or part of a team.** There are many opportunities for you to give your time and talent to support specific initiatives with United Way partner agencies. Volunteering is an excellent way to give back and personally connect with the important work United Way does in the community.
- **Become a Next Gen Ambassador.** By giving \$120 annually (just \$10 a month) and participating in one United Way volunteer activity, you will be eligible to become a Silver Circle Next Gen Ambassador. Donors giving \$240 annually (\$20 a month) and participate in one volunteer activity will be eligible to become a Gold Circle Next Gen Ambassador.
- **Join a Leadership Giving Group.** By giving at a Leadership Level of \$1,000+ annually, you are eligible to join a United Way Leadership Giving Group. These prestigious groups amplify the philanthropic power of women (Women's Leadership Council) and young to mid-career professionals (Bridges Society) to make an enormous collective impact on our community.
- **The Women's Leadership Council (WLC)** has more than 2,200 members including business owners and professionals, nonprofit and academic leaders, philanthropists and entrepreneurs. WLC members participate in networking and exclusive volunteer events and work to impact the lives of women and their families in our region.
- **Bridges Society** brings together a dynamic cross-section of more than 900 young to mid-career professionals throughout our region who are committed to building the type of community they are proud to call home. Bridges Society members gather for volunteering, networking and social events throughout the year and have the opportunity to meet and work with business and community leaders on a regular basis.
- **Consider our step-up programs:** United Way offers a special giving option to allow new members to commit over a period of five years. Make a commitment of \$500 and incrementally increase your annual United Way gift, building to a full \$1,000 annual gift.

Thank you for helping tell United Way's story and creating excitement within your organization about our important work. Questions on messaging or your workplace campaign? Please contact your donor relations representative.



United Way of
Southwestern Pennsylvania