

# 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, makes it possible for you and our employees to make a real and lasting change in the lives of local adults, children and families.
- In southwestern Pennsylvania, more families and individuals, no matter how hard they work, are unable to earn enough to afford the basics, which puts financial stability out of reach for too many of our neighbors.
- United Way invests in nonprofit agencies and programs that help people meet basic needs, move to financial stability and build for success in school and life.
- Every day, thousands of individuals reach out for assistance to United Way's PA 211 helpline. This helpline operates 24/7/365 and connects people with vital resources such as food and emergency shelter. When you donate directly to United Way you reinforce 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 your donations to United Way of Southwestern Pennsylvania.

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### IMPACT OF GIVING DIRECTLY TO UNITED WAY

- Giving directly to United Way is the most efficient and most powerful way to invest in your community. Your unrestricted contributions make it possible to help more people right here where you live than giving to a single nonprofit.
- By designating your donation to United Way, you make it possible for United Way to create efficiencies and strategically leverage resources. Simply put, United Way makes your donations go further and solutions work harder.
- United Way invests in dedicated and innovative agencies that create and run life-changing programs that help people thrive.
- Your donation to United Way goes to our investment priorities of meeting basic needs, moving to financial stability, and building for success in school and life.
- United Way partners with 110 local nonprofits to meet some of the most critical needs of our community, from housing and food to education and after school care. When you make a gift directly to United Way, you are not only supporting one cause but you are impacting a variety of needs.
- When you donate directly to United Way, your dollars stay right here in our community, helping our neighbors in crisis and creating opportunities for local people to succeed, learn and thrive.
- Giving directly to United Way connects people at times of crisis to essentials such as emergency shelter, food and assistance with utilities.
- Giving directly to United Way provides resources to overcome short-term financial instability and gives people practical tools and training to get good jobs that support their families and instill pride and confidence.
- Giving directly to United Way helps young children start their educational journey and build foundational skills that will benefit them in the classroom and in life.
- United Way 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.
- **Sign up as a Next Gen Ambassador.** Young professionals who give \$120 annually (just \$10 a month) and engage in one United Way activity are eligible to become a Silver Circle Next Gen Ambassador, with access to our Connect U leadership training program. Those who engage in a United Way activity and give \$240 annually (\$20 a month) become Gold Circle Next Gen Ambassadors also enjoy additional opportunities to interact with business leaders and CEOs..
- **Become a Bridges Society member.** By giving \$1,000+ annually, you become a Bridges Society member, and support United Way while volunteering, advocating for what you believe in, and building meaningful connections with other community-minded philanthropists.
- **Join Women United.** This powerful philanthropic collective brings women who contribute \$1,000 or more annually together to give, volunteer and advocate around issues that disproportionately impact women, particularly women of color, and children. You enjoy all of the benefits of Bridges Society.
- **Consider our step-up programs.** United Way offers a special giving option to allow new members to commit over 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 corporate engagement manager.



United Way of  
Southwestern Pennsylvania