

**“MAKING THE CASE” FOR THE UNITED WAY CAMPAIGN**  
**Major points made about United Way:**

**1. A gift to United Way helps build a better community.**

- Our Mission: Addressing human service needs by mobilizing community resources and building partnerships.
- Our Goal is to Advance the Common Good by creating opportunities for a good life for all through collaborative strategies that address the Community Goals of **Education, Self Sufficiency and Health.**
- Our bottom line is a more caring community.

**2. A gift to United Way improves lives.**

- UW improves lives by mobilizing the caring power of our community by encouraging everyone to Give, Advocate, or Volunteer. LIVE UNITED.

**3. One gift to United Way supports a variety of community services.**

- United Way identifies community needs, and encourages the collaborative efforts of Community Partners and other groups to meet those needs.
- A combined effort provides more effective results.
- United Way maintains the Roger Hill Volunteer Center, matching volunteers with volunteer opportunities. Go to the interactive website at [www.volunteerdouglascounty.org](http://www.volunteerdouglascounty.org)

**4. United Way is a local organization - local dollars working locally**

- There are about 1350 United Ways, run by their own boards of directors.

**5. United Way does your homework for you.**

- UW volunteers study community needs and local agencies. They make important decisions about where local resources should be spent.
- A gift to UW provides greater impact than the same gift to a single agency.
- You can support multiple Community Partner programs and services with a single gift.

**6. United Way - our costs are low and our standards are high.**

- UW is efficient, having only 12% administrative and campaign expenses.
- Use of volunteers keep costs low.
- Volunteers give hundreds of hours to study measurable outcomes and community needs and make the best allocation decisions for the community.

**7. Participation in United Way Campaign increases company worth.**

- A gift to UW provides recognition to the company as a community leader.  
*Please note our Campaign Awards for Employee Participation & Corporate Giving.*
- Conducting a UW campaign builds employee morale and team spirit by helping them come together for a common cause.
- Conducting a UW campaign informs employees about community services.
- UW agencies can provide services for employees in need, who may then function better in the workplace.
- Payroll deduction makes it easy for employees to make a significant gift.