

ECC Campaign Pitch/Talking Points

- I. Intro – Introduce yourself & United Way
- II. Impact Fund
- III. Areas of Work
- IV. Tell a Story
- V. Ask
- VI. Say Thanks

INTRODUCTION

[WELCOME SLIDE]

- Introduce yourself... AND Explain ECC role

[United Way logo slide]

- *What is United Way?*
 - When you participate in United Way's annual campaign, you join a worldwide movement that brings people together **to Give, Advocate** and **Volunteer** to advance the common good.
 - This global effort has already impacted 50 million people in 40 countries around the world – and right here at home.
 - Each year, throughout our region:
 - 100,000+ people and organizations contribute \$50 million+ to United Way's campaign to support local nonprofits doing great work to strengthen our local youth, families and communities.
 - 10,000+ volunteers log 40,000+ hours reading to children, building libraries, stuffing school bags, packing food boxes, providing free tax prep and more for folks in need.
 - Scores of supporters raise their voice by writing to elected officials, engaging in social media discussions, and attending policy meetings and forums - equaling 3,000+ touchpoints opportunities - all designed to educate our elected officials about what our most vulnerable neighbors need most.
 - United Way of Greater Philadelphia and Southern New Jersey has, for nearly a century, inspired and united the power of individuals, the business community, and the public and nonprofit sectors around a holistic approach to change lives and strengthen local communities.

[KEY BENEFIT SLIDE/UW VALUE PROP slide]

United Way is your local partner to drive measurable, lasting Impact that none of us can achieve alone.

IMPACT FUND

[BUILDING BLOCKS TO A GOOD LIFE SLIDE]

- Through the Impact Fund, United Way takes a holistic approach to improve Education, Financial Stability and Health and works to ensure people can meet their most Basic Needs – food, shelter and safety.
- United Way develops strategies to address our communities' toughest challenges and taps the right partners to bring those strategies to life and drive measurable results.
- United Way intervenes at critical transition points in people's lives – at the time of need.
- When you give to the Impact Fund, you change lives and strengthen communities — one child, one adult, one family at a time.

[UNITED WAY'S AREAS OF WORK SLIDE]

Areas of Work – *One slide with all four and four slides with one each to provide flexibility*

- **EDUCATION:** Children get a quality education from cradle to career.
- **FINANCIAL STABILITY:** Adults develop skills to earn more and save more.
- **HEALTH:** Children, adults and seniors can live healthier, more active lifestyles, AND
- **BASIC NEEDS:** Our neighbors get the support they need in times of crisis.

EDUCATION

- In each community, United Way is paving the way for more high school graduates by improving the quality of education from cradle to career. This work includes:
 - All children start kindergarten ready to learn
 - All children learn to read at grade level by the end of third grade
 - All children stay on track to graduate from high school prepared for success

With your support, over the next 3 years...

- 15,300 CHILDREN WILL EXPERIENCE QUALITY PRE-K
- 2K+ HIGH-NEED STUDENTS WILL IMPROVE THEIR READING SKILLS
- 10K+ KIDS WILL GET BACK ON TRACK TO GRADUATION

FINANCIAL STABILITY

- In each community, United Way is empowering working adults to earn more and save more by building foundations for lifelong financial stability – job skills, financial literacy and asset development. This work includes:
 - Skills Development & Job Training
 - Jobs that Pay a Family-Sustaining Wage
 - Financial Literacy and Education
 - Asset Development & Preservation: Saving for a Brighter Future

With your support, over the next 3 years...

- 52K+ ADULTS WILL BUILD JOB SKILLS TO EARN MORE
- 10K+ ADULTS WILL LEARN TO SAVE MORE AND BUILD ASSETS
- 85K+ INDIVIDUALS WILL RECEIVE FREE TAX PREP, RETURNING \$124.5 MILLION TO LOCAL COMMUNITIES

HEALTH

- In each community, United Way is creating healthier communities by promoting healthy, active lifestyles for children, adults and seniors
 - Ensure Healthy Options and Healthy Choices
 - Support Healthy Aging for Seniors
 - Fight Childhood Obesity
 - Promote Healthy Behaviors and Lifestyles;
 - Programs include Aging at Home: A Community Network of Care, Camden Healthy Kids

BASIC NEEDS

- In each community, United Way ensures our neighbors get the support they need in times of crisis.
 - Strengthen the regional safety net for our most vulnerable neighbors
 - Ensure people receive support in times of crisis
 - Programs include 211, Code Blue

REAL PEOPLE. REAL STORIES OF IMPACT.

UnitedWayStories.org features real stories of those who have been helped through United Way's support in their local community. Incorporate these stories (and others from the site) to help bring United Way's work to life.

[Include 4-6 slides with one face/name on each so people can choose one. Example below:]

[MEET JENNIFER]

JENNIFER'S DREAMS ALMOST DIDN'T COME TRUE.

As a freshman in high school, she was insecure, depressed and had a difficult time seeing her potential – that is, until she joined United Way Impact Partner, the Boys and Girls Club of Vineland. Investments in the Impact Fund helped Jennifer explore her skills and passions by giving her the opportunity to mentor and teach the younger children. That ignited a desire in her to make a difference in children's lives. Now, she's on track to achieve her dream of being a teacher.

[MEET ALFONSO]

ALFONSO WAS STRESSED, FRUSTRATED AND OVERWHELMED BY COMPETING WORK-LIFE RESPONSIBILITIES.

Fortunately, United Way Impact Partner Caring for Kids was able to help. Gifts to the Impact Fund connected Alfonso to classes that teach fathers parenting skills, anger management and communication techniques so he can bring positive parenting to his family.

[MEET MARK]

MARK NEEDED THE RIGHT SUPPORT TO REACH HIS POTENTIAL.

He joined a program of United Way Impact Partner Crozer-Chester Foundation that supports Chester Upland School District students with risk factors for dropping out through mentoring, tutoring, college guidance and career exposure. Gifts to the Impact Fund helped get him on track.

[MEET TIFFANY]

TIFFANY HAD A HARD TIME READING BECAUSE SHE DIDN'T HAVE ACCESS TO BOOKS AT HOME AND IN SCHOOL.

Through United Way's Early Grade Literacy program and investments from the Impact Fund, her classroom was supplied with brand new books. She also spent time with volunteers who visited her classroom and helped her and her classmates read aloud. Tiffany discovered a new love for reading, and she promised her teacher to read more at home, and even on the playground.

MAKING THE ASK

[PLEASE GIVE]

- When you support the Impact Fund, whether it's \$1 a week or a \$100 a week, your gift makes the biggest difference because every dollar comes together to tackle one cause – breaking the cycle of poverty.
- United Way carefully manages these gifts to support the most effective local nonprofits delivering measurable results, which means it keeps itself – and its partners – accountable to the trust you place in them.
- United Way leverages the giving power of more than 100,000 donors to invest in the most effective nonprofits and innovative new approaches to deliver measurable results in our areas of focus.
- We invite you to join our journey for Impact and help *change lives* and *strengthen communities* – one child, one adult and one family at a time.

THANK YOU

[THANK YOU]

- Because of you, [insert name from story], and others like him/her, are able to achieve their dreams. Together, we can achieve more for our neighbors and communities than any one of us could on our own.

Thank you for your support!