



WHY GIVE TO UNITED WAY?

- ✓ We never know when we may need the United Way Agencies services.
- ✓ We need to take care of the elderly.
- ✓ Share your pluses – your overage – your blessings.
- ✓ When you give, you feel better.
- ✓ We can designate where we want our donations to go.
- ✓ Prevents the duplication of charitable efforts.
- ✓ To be involved in your community in a positive manner.
- ✓ Easy to donate through payroll deduction.
- ✓ Contributions stay local.
- ✓ NFL football schedule.
- ✓ Fellow workers (or family) receive benefits from contributions.
- ✓ Because you care.
- ✓ Community responsibility.
- ✓ Investment.
- ✓ The more you give in donations, the less tax dollars are used.
- ✓ Improves the community for everyone.
- ✓ Helps people who are trying to help themselves.
- ✓ It feels good to help others.
- ✓ Strengthens the whole community.
- ✓ During disasters – everyone benefits.
- ✓ Feel like you are accomplishing something.
- ✓ Not everyone has time to volunteer.
- ✓ Need!
- ✓ Don't have to give a large amount.
- ✓ Can't take it with you.
- ✓ Give a child a better life.
- ✓ Give to motivate others.
- ✓ Convenient way to give to the organization(s) of your choice.
- ✓ Makes you feel good to know you are giving to a good cause.
- ✓ United Way knows more than me about the community's needs.
- ✓ Low cost of raising funds through the use of volunteers, so more money goes to the people who need it.
- ✓ United Way can distribute my dollars and others combined and impact a greater number of viable needs.

TRADITIONAL MODEL vs. COMMUNITY IMPACT MODEL

A Fundraising Organization	→	Community Problem Solver
Focus on Treating Symptoms	→	Treats Root Causes
What Do Agencies Need?	→	What Does the Community Need?
Funds Many Worthy Causes	→	Focuses on Top Priorities to Effect Lasting Change
Accountability by Individuals/ Numbers Served	→	Accountability by Measurable Results
Talks to Donors Once a Year	→	Communicates Results and Invites Involvement Year-Round