

BUSINESS SCRIPT

WELCOME AND INTRODUCTION

Hello, my name is _____. I work at _____ and I am a volunteer for United Way. *Tell a short story about yourself and why you support United Way.*

I want to thank _____ for all the effort it has taken to put together your workplace giving campaign. I'd like to share a small token of our appreciation with CEO or Coordinator. (Present Certificate) for the support _____ company has shown to United Way and our community.

TAKE PICTURE FOR SOCIAL MEDIA

Please connect with us on social media. Like and follow our Facebook page Unitedwayowc

Turn your attention back to the audience.

Thank you for allowing me this time to come in and share information about your local United Way. This year your United Way celebrates 60 years of service to Okaloosa and Walton Counties. United Way fights for the health, education and financial stability of every person in every community. We've helped accomplish many changes throughout the years, and in 2017 we are bringing changes to our own agency as well.

Your local United Way is evolving from its roots as a fundraising organization, and charting a course for change by advancing health, education and financial stability through collective impact. Over the past 60 years the United Way of Okaloosa and Walton Counties has committed itself to the traditional funds distribution process to over forty local charities. Your United Way is moving away from simply funding local agencies, and instead is focusing on the needs of the community as a whole, measuring impact of services, and providing funding to the areas deemed most important by the community itself. We are bringing together community leaders, educators, government officials, volunteers and local non-profit agencies in town hall-type meetings to find the most pressing problems, sharing educational dialogue and finding creative solutions to the most pressing problems.

With clearly defined community impact goals, it becomes easier to achieve meaningful results.

No matter your passion, no matter your problems, United Way brings together caring donors, advocates and volunteers to tackle our toughest issues.

Please join us as we celebrate 60 years of commitment to our community. Join us as we fight for the health, education and financial stability of every person in every community in Okaloosa and Walton Counties.

I'd like to share with you a short video that depicts some of the obstacles our family, friends, neighbors or coworkers may be facing. When we LIVE UNITED against homelessness, hunger, poverty, illiteracy, and joblessness, we create a better life for us all. United we fight. United we win. LIVE UNITED.

PLAY VIDEO

We want to thank Cox Media for producing the video and recognize our campaign sponsors, Publix, Regions Bank, Okaloosa County Sheriff Department.

INTRODUCE YOUR SPEAKER: If you have a special guest, introduce them. This can be an agency speaker or a company staff member testimonial.

If a speaker is not available, discuss your experience on the Seeing Is Believing Tour. Let them know that tours are available for groups from their workplace. Contact Cindy Holmes at United Way, cindy@united-way.org for information.

Distribute Brochures and Pledge Forms.

- Go over the Brochure. It opens in three sections.
- The first section covers who we are and what we do.
- The second section shows statistics on specific problems and shows what it takes to address them.
- The third section shares stories from real people.
- The back of the brochure shows the community partners.

- The last section is a listing of all United Way programs that offer community volunteer opportunities. Go over each program.

Ask for the donation:

Your gift can be life changing.

By giving to the community investment fund, you will be investing in the programs that address the most pressing issues in our community. By investing in United Way, more funding is available to our community partners to tackle the hard problems. With United Way funding, community partners are able to leverage the dollars given through payroll deduction and for every \$1 we raise, partners are able to increase it through grants and government funding into additional funds. By giving to United Way, the need for individual agency fundraising is reduced, thereby decreasing overhead and operating costs, providing more funding to flow back into community needs.

Go over the pledge form.

If the company has rollovers:

If no changes are needed, no action is required by the donor. If ANY changes are made, please fill out a new pledge form. Past donors should have received a letter with information about current payroll giving. If you haven't received a letter, please contact your payroll department.

Please fill out the pledge form completely.

The top section is your personal information.

Please provide email and a phone number in case we need to contact you about your form. United Way never sells your personal information or uses it for any other reason than to communicate with you.

Select your method of investing.

Of course through payroll deduction is the most powerful and easiest way.

You can choose a one-time gift of cash or check or be billed to your credit card.

Please make sure this information is complete and the total amount if filled in.

United Way recognizes leaders in giving. Please check the level that applies to your gift. Red Feather leaders are listed on our web page and in the annual report. Recognitions are also presented at the close of your campaign.

Choose how you want to invest in your community:

- The most powerful way is to give to the Community Impact fund. You will be investing in all three focus areas and achieve focused impact through partnerships with local nonprofits who leverage, measure and report on how your gift creates real, lasting change in Okaloosa & Walton Counties.
- You can choose one of the three focus areas of Health, Education or Financial Stability.
- Choose to give to a different United Way or any 501 (c) 3 health and/or human service, please list agency name & address.

Make sure to sign your pledge form.

- Payroll deduction for this pledge begins January 2018.

We encourage you to turn in your pledge forms today before you leave the meeting.

Mention any incentives the company is offering for participation or the giveaways that United Way provided for anyone who turns in forms at the conclusion of the meeting.

Can I answer any questions?

Your campaign dates are _____ to _____. If you have any questions, please contact your campaign coordinator or call the United Way office.

Thank you for your continued support of United Way.