WHY GIVE TO UNITED WAY?

✓ We never know when we may need 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
Focus on Treating Symptoms
What Do Agencies Need?
Funds Many Worthy Causes
Accountability by Individuals/Numbers Served
Talks to Donors Once a Year

Community Problem Solver
Treats Root Causes
What Does the Community Need?
Focuses on Top Priorities to Effect Lasting Change
Accountability by Measurable Results
Communicates Results and Invites Involvement Year-Round