

UNITED WAY SAMPLE SPEECH AND TALKING POINTS

GENERAL FORMAT/PRESENTATION TIPS:

- Wear your **LIVE UNITED** apparel.
- If time permits, show the United Way 'We Are All Connected' video.
- Engage your audience directly and convey your personal passion for United Way and why you support **LIVE UNITED 2020**.
- Ask them how they **LIVE UNITED**.
Why they **GIVE**.
Why they **ADVOCATE**.
Why they **VOLUNTEER**.
- Be excited!



UNITED WAY SAMPLE SPEECH

I am very happy to be here today as [INSERT COMPANY NAME] United Way Campaign Leader for 2011. As you know, we have been a dedicated partner to United Way for [INSERT YEAR(S) HERE] and I am looking forward to another successful year.

United Way focuses on income, education and health, the core building blocks to a good quality of life. Because we all WIN when a child receives a quality education, families have access to health services and individuals have the jobs they need to become financially stable. This year, United Way of Metropolitan Chicago is launching their 10-year vision, LIVE UNITED 2020, which will channel income, education and health resources into communities of greatest need.

Their goal is ambitious; changing the lives of more than one million people across our region and ensuring families and individuals have the tools they need to thrive and the power to transform their neighborhoods. Together, we can make **LIVE UNITED 2020** a reality because when we focus on tackling the root cause of region's problems, we have the greatest chance of improving our communities.

United Way is recruiting the people and organizations from across the community who bring the passion, expertise and resources needed to get things done, and as your Campaign Leader, I want you to join us.

You can **GIVE**, you can **ADVOCATE** and you can **VOLUNTEER**. When we work together for a common purpose, we **LIVE UNITED**.

LIVE UNITED 2020

- **LIVE UNITED 2020** is United Way's 10-year vision to channel income, education and health resources into communities of greatest need.

INCOME INITIATIVE

- United Way is leading an *Income Initiative* that brings together community experts to determine programming that gives people the opportunity to become financially stable.

EDUCATION INITIATIVE

- United Way's *Education Initiative* is laser-focused on two key transition periods in a child's life: Early Childhood Education and Middle School Transition into High School.

HEALTH INITIATIVE

- United Way's *Health Initiative* is focusing on the underlying factors that lead to early death in order to increase the number of households living longer, healthier lives.

GIVE

- Today I am asking you to give to United Way. If you did not give last year, please donate this year. If you gave last year, give a bit more. Just as people can accomplish more when they work together, each dollar adds up to make a meaningful impact on our community. Each donor is valued and appreciated.
- Thank you for all you have already done—last year our organization raised \$__ for our community through our United Way Campaign.
- It is only because of the generosity of each and every one of you that, together, [ORGANIZATION NAME] made a meaningful impact in Chicagoland.
- I invite you to join with us to exceed this goal; let's aim to increase our contribution/participation by 10%!
- If we all give, United Way will have the power to deliver.
- Let's demonstrate that we **LIVE UNITED**.

ADVOCATE

- United Way takes action to support and advocate for programs and policies that serve our youth, the elderly, the disabled and disadvantaged. We are heard—in City Hall, in Springfield and in Congress. When policies or budgets threaten critical services, or solutions require government action, United Way is at the table.
- United Way works to ensure fair practices, policies and funding for the entire health and human services sector, not just the non-profits we fund. As a founding member of Illinois Partners for Human Service—a coalition over 600 members strong—United Way connects organizations under one large legislative umbrella, leveraging the power of our collective voice in support of health and human services.

VOLUNTEER

- Volunteering is a critical way to help those in need and strengthen the non-profit service sector. Through skills-based volunteer programs, United Way connects people who can help to people who need it.
- Last year, United Way connected over 6,000 people to volunteer opportunities in the community, serving over 24,420 hours and saving our partners in excess of \$535,000 in costs deferred by volunteer service.

THE NEED

- If there was ever a time to pull together, to **UNITE**, this is it. The need in the community is rising rapidly.
- Government funding for health and human services continues to decline dramatically, and as the largest non-government funder of human services in our region, we need a strong United Way.

UNITED WAY IMPACT/RESULTS OVER THE PAST YEAR

- **VOLUNTEER:** United Way hosted 324 volunteer events with 6,000 volunteers.
- **ADVOCATE:** Engaged 5,700 residents and leaders in discussion and action around income, education and health community issues.
- **INCOME:** 5,889 adults in programs became job ready; 1,401 people opened a bank account and saved \$700.
- **EDUCATION:** 6,189 children were ready to succeed in school; 9,978 students were on track for graduation.
- **HEALTH:** 3,629 youth and adults increased physical activity; 211,563 individuals gained access to health services by overcoming barriers to care.

GOALS

- Almost 2 million people currently reside in our *United Way Partner Communities*, and more than half of them live in poverty. For those in or near poverty, United Way's transformational 10-year commitment will:
 - Advance economic stability for 100,000 households
 - Help 50,000 underperforming middle school kids enter high school ready to succeed
 - Connect over 200,000 people with available, preventative health services
 - Across the six-county region, United Way will answer the immediate crisis needs of 1 million people every year by providing shelter, food and freedom from violence

