



Running a Successful United Way Campaign

This booklet was designed to help you run a successful United Way campaign. The most successful workplace campaigns are as personalized to the company as possible. The more customized the better! The template messages contained within this booklet include placeholders where you can add specifics on community causes and campaign priorities to help bring your campaign to life.

In the pages ahead, you'll find many helpful items, such as:

- Items to consider pre, mid, and post campaign
- Campaign tasks to complete
- Campaign best practices
- A sample campaign timeline
- 10 Steps to a successful campaign
- How to Tell Our Story
- Emails to send to employees about the campaign
- Making your campaign social

We hope this booklet helps you better prepare and run your United Way Campaign. Should you need assistance or have any questions, please contact us at info@kenoshaunitedway.org or call 262-658-4104.

ITEMS TO CONSIDER PRE, MID, AND POST CAMPAIGN

Pre-Campaign

- Who will help run your workplace campaign?
- How will you learn about United Way of Kenosha County?
- What do your colleagues enjoy about your United Way campaign? How can you ensure your campaign is fun, informative, and impactful?
- When is the best time to run your campaign? 1-2 weeks is recommended, plus planning time.
- Would you like to arrange for a United Way speaker and/or video at your kick-off?
- What supplies will you require?
 - Brochures?
 - Posters?
 - Pledge forms?
 - Stickers?
 - Etc.?
- What is your campaign goal, and how will you measure dollars raised and participation rate?
- Are there employees in your workplace who should receive Leadership packages to encourage new and renewing donations of \$1,000 or more?
- Will your organization be giving a corporate gift?

Mid-Campaign

- How are you progressing towards your goal?
- Are you facing any unexpected challenges with your campaign? How can your United Way staff partner help you?
- Have you encountered any individuals who want more information about United Way or have questions you were unable to address?

Campaign Wrap-Up

- Do you require assistance completing and remitting your campaign envelopes (Employee, Leadership, and Special Event)?
- Would you like Thank You Certificates for volunteers?

CAMPAIGN TASKS

PLAN:

- Learn about United Way
- Utilize your United Way staff partners and fellow team member(s) to help customize your campaign.
- Plan a short campaign to keep excitement and momentum high.
- Create a communications plan; identify and communicate key dates and timelines.
- Identify Leadership targets (gifts of \$1,000+).
- Ensure senior management and labor availability or leverage an existing meeting for a kick-off event.
- Run team challenges to encourage increased participation.

EXECUTE

- Distribute/email pledge forms on the same day as your campaign kick-off.
- Inform employees about United Way's impact in the community.
- Encourage employees to give early with incentives.
- Set a deadline to return pledge forms/send follow-up emails as a reminder when pledge forms are due.
- Run special events after pledge forms are distributed.



- Make one-to-one solicitations (as needed) to provide more information and/or clarify any questions.
- Run team challenges to encourage increase participation.

WRAP UP

- Announce your achievement and reiterate the gifts' impact.
- Thank donors and volunteers.
- Award prizes.
- Provide info about tax benefits.
- Remit campaign envelopes and the final results to United Way of Kenosha County.

CAMPAIGN BEST PRACTICES

Activity	Best Practice
Kick-off Meeting	<ul style="list-style-type: none"> • Popular events: breakfast or pizza lunch. • Make the event free of charge so employees do not feel they have donated before they receive their pledge form. • Have someone from your company leadership attend and speak at the event. <i>*see sample meeting agenda below</i> • Show a United Way video or have a United Way speaker to demonstrate impact of donations. • Provide incentives for increased giving. Motivate employees to give more by attaching prizes or gifts for 10% increases in donations over the previous year.
Build Awareness of United Way	<ul style="list-style-type: none"> • Share the campaign video – available on United Way’s website (www.kenoshaunitedway.org). • Distribute United Way brochures – available on United Way’s Workplace Campaign page (https://www.kenoshaunitedway.org/workplace-campaigns-0) • Share other communication tools available on United Way’s Workplace Campaign page.
Distribution of Pledge Forms	<ul style="list-style-type: none"> • Drop pledge forms on employees’ desks with a United Way brochure and a treat. • Personalize pledge packages for greater impact.
Communications	<ul style="list-style-type: none"> • Consolidate and coordinate outgoing communications to avoid overwhelming employees. • Promote your corporate match and other incentives to increase contributions.



	<ul style="list-style-type: none"> • Make sure employees are personally asked to support the campaign.
Canvassing	<ul style="list-style-type: none"> • Face-to-face encouragement is always better than email and can be done individually or in a group. People give to people. • Implement a “participation challenge” between departments, floors, or locations within your organization, or challenge another organization within your industry or sector.
Events	<ul style="list-style-type: none"> • Hold events after pledge forms are distributed. • Popular events: dress-down days, potluck, silent auctions, bake sale (connect with your United Way staff partner for more ideas).
Recognition	<ul style="list-style-type: none"> • Use channels that are effective in your workplace (i.e., parties, gifts, letters email, presentations, newsletter articles, etc.) • Customize your message to each audience. • Include campaign results and reiterate impacts of gifts.

SAMPLE KICK-OFF MEETING PREPARATION AND AGENDA

Before The Meeting:

- A comfortable meeting room is important to a successful meeting. This meeting can be held anywhere, but there are some things to consider:
 - If possible, ensure there are enough chairs for everyone to sit in.
 - Limit outside noises which can be distracting to the attendees.
 - As much as possible, ensure that the TV/power point projector screen is visible to all sides of the room.
- Make sure you have enough pledge forms for all attendants.
- Provide a supply of pens in case those who attend do not have one.
- Encourage meeting attendance through supervisors, department heads, etc.
- Prepare an agenda, which briefly explains the items to be covered, and carefully follow it during the meeting.

Sample Meeting Agenda:

- I. Call to order by the CEO/Senior Management
(5 minutes)
 - a. Welcome
 - b. Remarks endorsing United Way
 - c. Acknowledgement of corporate gift to United Way (if applicable)

- II. Introduction of other speakers (if applicable)



- III. Remarks by the Employee Campaign Ambassador (ECA)
(5-10 minutes)
 - a. Remarks endorsing United Way
 - b. Campaign Incentive Program/Special Events
 - c. Pledge forms will be collected after the meeting
- IV. Introduction of employees wishing to speak
- V. United Way testimonials by Employees
(10-15 minutes)
 - a. This can be done by employees that have been helped or have volunteered to help at United Way or partner agency
 - b. Testimonial should cover:
 - i. How I was helped by an agency
 - ii. What I saw on an agency visit
 - iii. My work as an agency volunteer
- VI. Presentation by United Way staff or Agency Speaker
(15 minutes)
- VII. Question/Answer
- VIII. United Way Campaign video
(5 minutes)
- IX. Close by ECA
(5 minutes)
 - a. Mechanics of pledge form/payroll deduction
 - b. Thank you and wind-up
 - c. Offer to remain for any additional questions
 - d. Have attendees turn in completed pledge forms

After the Meeting:

- Encourage pledge forms to be turned in. Some may wish to take the form home, or think about a gift. Let them know that they will be contacted within 2 days for a final decision.
- Remain to answer any additional questions. Many times an employee needs to have one or two questions answered before he/she makes a pledge decision. The United Way representative will also remain afterward to help you field those questions.
- Make sure all pledge forms are signed. After all forms are collected from the meeting, make sure all of the are signed and all givers have kept a copy of the pledge form for their records.



SAMPLE CAMPAIGN TIMELINE

Pre-campaign

- Educate, inspire, and motivate volunteer team.
- Send invitations for Leadership and kick-off events.
- Inform your colleagues about United Way’s work in the community.
- Post thermometers and campaign posters.
- Consolidate and coordinate outgoing communications to avoid overloading your colleagues with too many campaign messages.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
EXECUTE	Leadership Event • 1:1 Leadership meeting	Kickoff Event	Activity	Special Event	Wrap-up
COMMUNICATE	<ul style="list-style-type: none"> • Promote your campaign • Build awareness of United Way • Determine if there will be a corporate match 	<ul style="list-style-type: none"> • Build awareness of United Way • Promote campaign benefits • Inform of activities and/or special events being held 	<ul style="list-style-type: none"> • Update thermometers • Host activity (i.e. raffle, silent auction, etc.) 	<ul style="list-style-type: none"> • Promote corporate match and impact of donations • Hold special event (i.e. Dining for Dollars, etc.) • Update thermometers 	<ul style="list-style-type: none"> • Send thank you message to donors, leadership, campaign volunteers • Announce winners for any prizes given for activities/special events • Update thermometer • Inform employees of total dollar amount raise

Post Campaign

- Recognize and thank volunteers, donors, CEO/Senior management, and suppliers.
- Deliver any prizes/awards from events.
- Complete and return the campaign envelope to United Way.

10 Steps to a Successful United Way Campaign!

1

Meet and Engage with your CEO

- Send out a personal letter of endorsement from your president or CEO
- Have your CEO take part in your kick-off (i.e. speech or first pledge turned in)
- Discuss corporate gift
- Discuss/develop campaign budget

2

Recruit a Committee & Plan your Campaign

- Set your campaign timeline (1-2 weeks)
- Discuss/develop campaign budget
- Ask for help! Keep in mind that people who volunteer are involved because they want to be and will lend energy to your campaign.
- Decide what your campaign activities will look like (presentations, food, prizes). Ask United Way to schedule speakers for your events.
- Assign committee tasks and establish target dates for completion.

3

Review/Evaluate Past Performance & Calculate Goals

- Find out about your company's giving history.
- Ask United Way for your company's information.
- Review last year's campaign and any feedback about what did and didn't work.
- Incorporate new ideas. Be creative!

4

Set Employee Goals

- Create a dollar goal
- Create a percentage participation goal
- Have a volunteer project or drive available for employees.

5

Publicize your Campaign

- Share how and when to pledge and what pledges support.
- Use United Way materials (posters, video, brochures) available at kenoshaunitedway.org.
- Send awareness emails to employees
- Provide incentives.
- Create a section to share United Way

6

Conduct an Educational Campaign

- Invite United Way staff to present at staff meetings or have United Way Coordinate a guest speaker.
- Conduct departmental meetings.
- Send awareness emails to employees.
- Ensure employees receive United Way materials.
- Follow up with employees to ensure every employee has been given the opportunity to contribute.

7

Promote leadership giving

- Discuss Leadership Giving matching opportunities with your CEO.
- Discuss opportunities to recognize Leadership donors within your company (i.e. lunch with CEO).

8

Ask Everyone to Give

- Use committee members & other advocates to reach all of your coworkers.
- Include active employees and retirees.
- Ask new hires as part of your HR package.

9

Report Results & say Thank You

- Recognize individuals, groups, or departments who went above and beyond for the campaign.
- Announce final results to all employees through a communication from the CEO and/or have a finale activity.
- Thank everyone at the time of giving (consider thank you notes).
- Make a THANK YOU display with posters, results, and activity photos.
- Give special thanks to your committee.
- Collect pledge cards, place report in envelope, complete required information and schedule a pick-up with United Way.

10

HAVE FUN!

- Engage coworkers with activities that educate about United Way.
- Provide special pledge incentives, such as first time donor prize, increased giving, etc.

HOW TO TELL OUR STORY

These are United Way's key messages. Please choose the points that speak to you and your audience. In addition to sharing these messages, be sure to share your United Way story – why you believe in United Way.

United Way of Kenosha County fights for the health, education and financial stability of every person in our community.

- We have a stake in creating a healthy, prosperous community. After all, we all win when a child succeeds in school, when a neighborhood is safe, when families have good health, and when workers have solid jobs.
- United Way is not a short-term investment; it's about lasting change. We surround a community's most critical problems and we fight. We fight for those who need a voice and those whose names we do not know.
- We address the complexity of people's lives and communities by targeting the root causes of issues and responding to immediate basic needs.



- Giving to United Way's Community Impact Fund is the most efficient and powerful way to invest in your community. It is also the best way for United Way to leverage donor dollars strategically.
- All donations to the Community Impact Fund stay local and results are measured and reported back to the community annually.
- With your help, we did some amazing things last year:
 - **Health:** Our community is healthier. Last year, over 2,787 saved money on prescriptions using the FamilyWize prescription savings card.
 - **Education:** More youth are succeeding in school. Last year, over 5,900 students received tutoring, reading, and youth development programming.
 - **Financial Stability:** More families are achieving financial stability through free tax filing assistance and educational programs.
- In addition to making financial investments in programs and community initiatives, United Way also helps increase the capacity and efficiency of our program partners through assistance and training, as well as connecting them to volunteers and other resources.

Three top reasons to engage in United Way

- **Local.** We invest in 24 programs with 18 agency program partners in the areas of health, education, and financial stability located in Kenosha County.
- **Efficient.** Donor dollars are leveraged with others to meet the most pressing needs in our community. Individuals can make one annual contribution and know it is impacting many. For organizations, it is not practical to have every nonprofit fundraiser at their workplaces. A United Way campaign is well-organized opportunity for all employees to feel engaged in the community.
- **Effective.** We only invest in programs at agencies that are in good financial health. Those programs' results are measurable, sustainable, and meet current community needs. We invest nearly 90 cents of every dollar raise into community problem solving – and that far exceeds national standards.

There is more work to do to make our community stronger, safer, healthier, and more united.

Change doesn't happen alone. Hope isn't a one-man band. We have one life. To live better, we must LIVE UNITED.



WORKPLACE EMAILS

One – Two weeks before campaign

Subject: How to LIVE UNITED

Dear <insert employee name>,

At <insert company name>, we've always been about **helping others and strengthening the community**. Now our commitment is even more important. Soon you'll have the opportunity to show how much you care by supporting the annual United Way campaign. United Way of Kenosha County **fights for the health, education, and financial stability of every person in our community**. Your donation, no matter what the amount, makes a difference and is vitally important.

With one gift to United Way, you will touch the lives of many individuals and families. **When we reach out a hand to one, we influence the condition of all**. We all win when a child has a head start on quality **education** that leads to success in future jobs, when individuals have enough **income** to support a family through retirement, and when we all enjoy good **health**.

These results and changes have benefits that ripple out to the community as a whole, helping others and strengthening the community. Now, more than ever, your gift goes further with United Way of Kenosha County.

We will be kicking off our United Way of Kenosha County workplace campaign on <insert date>. Our campaign team has put together a series of great events for us to support. Let's make this the most successful campaign ever!

Please join me in giving to United Way and complete the enclosed contribution form (or pledge online at www.kenoshaunitedway.org). Remember you can **give**, you can **advocate**, and you can **volunteer**. That's what it means to **LIVE UNITED**.

If you have any questions about the campaign, please contact <insert employee campaign coordinator name and contact information>.

Sincerely,

<insert name of CEO>



Two days before campaign

Subject: Looking for a way to make a difference?

Dear **<insert employee name>**,

Mark your calendars! **<Insert company name>**'s United Way workplace campaign starts **<insert date>**.

Are you the kind of person who wants to own the future of your community? Who wants to make a meaningful impact for yourself and your neighbors?

If you're nodding yes right now, you won't want to miss your chance to join **<insert company name>** United Way of Kenosha County workplace campaign.

Whether you're interested in making sure more youth succeed in school, making our community healthier, or helping our residents become more financially stable, United Way is your chance to be part of the solution.

United Way of Kenosha County funds 24 programs year round. Every dollar you give helps change stories for individuals and families' right here – a low income family becomes financially stable, people have access to health care, children reach their full potential.

That's what this year's United Way workplace campaign is all about, and I hope you'll join your coworkers here at **<insert company name>** in making life-changing moments happen right here.

Get excited! I'll be in touch soon with all the details.

Sincerely,

<insert name of CEO>



Campaign Launch Day

Subject: Let's help change stories!

Dear **<insert employee name>**,

Today is the day! We are launching the 20**XX** United Way Workplace Campaign. With your support, all of us here at **<insert company name>** can create lasting change in our community.

Together we can tackle some of the biggest problems Kenosha County is facing. Your gift to United Way is not a short-term investment, it's about lasting change.

Let's embrace these moments of opportunity and make our community as strong as it can be.

Everyone is invited to join us in as many of the following events and activities as you can:

- **<insert list of activities, meetings, special events, etc.>**

Join your coworkers in participating in this year's campaign to show Kenosha County and the world what we're all about here at **<insert company name>**.

Thanks for your commitment to making this community a better place to live for everyone!

Sincerely,

<insert name of CEO>

Midway through campaign

Send time: Midway through campaign

Subject: We're almost there!

Dear **<insert employee name>**,

We are halfway through our United Way workplace campaign and we are at **XX%** of our goal. It's going to take all of us here at **<insert company name>** to step up to get there and we can't afford not to- Kenosha County residents are counting on us.

By investing in United Way, you are investing in our community.

Please return your pledge form by **<insert date>** so that we can achieve our final goal of **<insert goal amount>**. I'm proud of the work we have done to help our community reach its full potential.



Thanks for being a part of the change and for showing how you LIVE UNITED!

Sincerely,

<insert name of CEO>

Last day of campaign

Subject:

Dear **<insert employee name>**,

If you've been waiting for the right time to join our United Way campaign, this is it! Today is the last day to give and join your coworkers who have already committed to supporting the life-changing, community-building work of United Way of Kenosha County. From tackling root causes or childhood reading to offering free tax preparation services helping those residents become more financially stable, you can make a difference.

Your gift will send a message loud and clear- that **<insert company name>** is investing in the future of our community. It only takes one moment. Every commitment brings us that much closer to a stronger, safer, and healthier community.

Thank you for everything you do to change lives in our community!

Sincerely,

<insert name of CEO>

End of campaign

Subject: Thank You!!

Dear **<insert employee name>**,

Wow, what an amazing campaign! I'm so proud to say that **<insert company name>** really stepped up for our United Way's workplace campaign! In fact, here's what we accomplished together thanks to the generosity of people like you:

- **<insert company name>** employees gave \$XXXX to United Way.
- XX% of employees gave to United Way.
- **<insert company name>** employees gave more than XX volunteer hours during the campaign.



That's truly amazing stuff and I'm so thankful to each and every one of you who were a part of it! Together, we are making a difference for people in need. To learn how your support is powering United Way to keep doing critical work for our community all year long, make sure to sign up to receive updates [here](#).

Thanks again for showing how you LIVE UNITED!

Sincerely,

<insert name of CEO>

MAKE YOUR UNITED WAY CAMPAIGN SOCIAL

Including e-communication and Social Media in your employee campaign is a great way to engage your employees and build morale to help make your campaign more successful.

Using Your Company Newsletter or Intranet

- Provide a link to United Way's website, www.kenoshaunitedway.org.
- Post or send daily educational and informational messages about United Way during the campaign or share United Way videos.
- Post the schedule or calendar of campaign events including meetings and special fundraisers.
- Feature employees who have benefitted from one of United Way's partners.
- Ask employees why they give/volunteer and post their quotes.
- Encourage employees to be social with United Way of Social Media on Twitter (@uwkenoshacounty), Instagram (@unitedwayofkenoshacounty), and Facebook (@UnitedWayKenosha).

Tweet Ideas

Twitter is a great way to engage employees and spread the word about your organization's United Way campaign. When tweeting, please be sure to mention United Way @UWKenoshaCounty and use the following hashtags, #UWIsChangingStories and #LIVEUNITED. Use pictures in your tweets to engage your followers!



- Investing in @uwkenoshacounty is easy and the impact is huge! #UWisChangingStories
- We love seeing our employees #LIVEUNITED! @uwkenoshacounty
- We believe every dollar makes a difference! That's why (organization) invests in @uwkenoshacounty
- Together we are changing stories! @uwkenoshacounty #UWisChangingStories
- We're all about giving back! We're excited for our @uwkenoshacounty campaign! #UWisChangingStories
- Give where you live! Make a difference right here with @uwkenoshacounty. #UWisChangingStories
- Together we can impact our community! @uwkenoshacounty #UWisChangingStories

Like it! Love it!

Sharing photos or videos on your company's Facebook or Instagram page is a great way to engage your employees and show the community your dedication to United Way of Kenosha County. Be sure to tag United Way of Kenosha County in your posts!

- (Organization's) United Way campaign kicks off today! Together we are changing stories for children, families, and senior citizens in our community.
- Check out our employees sporting their LIVE UNITED t-shirts!
- Great things happen when we LIVE UNITED! Join us in supporting United Way of Kenosha County.
- Did you know that United Way of Kenosha County supports 32 vital programs in our community? We are proud to help them change stories for families in our area.
- United Way of Kenosha County is dedicated to changing stories for children, families, and senior citizens. Your donations make a big difference in our community!
- We are excited to begin our workplace campaign for United Way of Kenosha County! United Way makes our community a better place!
- Our United Way of Kenosha County campaign is off to a great start! Our goal is to raise \$XXXX to help change stories in our community. Find out more about United Way at www.kenoshaunitedway.org.

Need Help?

Not sure how to like, tag, or share? Want United Way's social media channels to post your photos/videos? We can help! Contact United Way of Kenosha County at unitedway@kenoshaunitedway.org or call 262-658-4104.

HANDLING OBJECTIONS

Employee Campaign Ambassadors will encounter people who strongly object to contributing to United Way. Keep in mind that objections are a natural part of the campaign, and regard them as opportunities to present your viewpoint. Giving is a voluntary decision. Investing in the community is a personal decision and not everyone is going to participate, no matter how fun and informative you make the campaign.

When answering, remember:

Objections are not personal.

- Their objections are not directed at you. We understand that giving is a personal matter and people can feel very strongly about the organizations and programs they support. If they aren't ready to commit to donating, suggest they learn more about United Way and our work in the community by signing up to receive our e-newsletter or attending an event.

Objections are often based on incorrect information.

- Try to identify the real issue. United Way is committed to maintaining and modeling the highest ethical standards. We believe in providing leadership and programming that is effective, transparent, compassionate, and inclusive. If you are unsure about the issue, a good response is to acknowledge that you don't know about that particular issue, but share what you do know.

Validate their concerns.

- Listen carefully and show your concern with an acknowledgment of sympathy for their negative experience or thought. This does not mean you agree, but that you care about the concern. If you can't respond to their concern, offer to connect them to someone who can.

Don't encourage the objector to expand and keep talking.

- Rather than allow the person voicing the objection to expand on it, validate their concern and offer to talk more after the presentation.



Don't argue or be defensive.

- Instead of reacting defensively, respond by offering information about the many ways United Way helps people.

It's okay to say you don't know.

- You are a supporter of United Way, not an expert or staff member. It's better to acknowledge that you don't know the answer than to give wrong information. Let those with questions know you'll get back to them with the answer. Tell them they can visit our [website](#) or call us at 262-658-4104.

Relax and be yourself.

- You have ideas to present and know why you are a supporter, so be straightforward in your presentation. Asking for someone's participation or gift is not a "win/lose" situation. It's okay if someone isn't ready to jump on board.

Common Objections and Practical Responses

Objection	Response
"I don't have any spare cash."	Few of us could enjoy the houses, cars, or appliances we have if we had to pay cash for them. A year-round pledge is a more convenient manner of contributing for year-round services. Payroll deduction is the best means, but an employee has the voluntary option of contributing cash or being billed.
"I give through my church."	That's wonderful. Most of us have an obligation to our faith, but obligations don't stop there. We also have to think of the community where we live and work. It's a responsibility to our neighbors. And remember, there are numerous services provided by United Way agencies not available through religious organizations.
"United Way means nothing to me. I never use the services."	You're lucky, but no one is immune to disaster, misfortune or human problems. And everyone benefits from a healthy community where people's needs are being met. Read over the list of our partner provider organizations and you might find that you or a member of your family has benefited from a United Way agency. How about the Boy Scouts or Girl Scouts?
"Too much of the money raised by United Way of Kenosha County is used for administrative expenses."	One of the Better Business Bureau's Code of Standards for nonprofit organizations is to limit overhead costs to no more than 50 Percent of total revenues, which means that only 50 Percent would be used for program services. United Way of Kenosha County, on average, distributes 80 Percent of its annual revenue on services for Kenosha County residents. In other words, for every 20 cents United Way of Kenosha County spends on overhead, it makes 80 cents for services helping people. That is a return on investment that any private or nonprofit organization can be proud of.



Objection	Response
<p>“I asked United Way for money and they said they couldn’t help me.”</p>	<p>United Way of Kenosha County is proud to offer health and human service information and referral by simply dialing the digits 2-1-1 from your telephone. This quick and easy phone number is your community connection to find out about help for yourself and your family or the opportunity to help others. This service is available to everyone in Kenosha County. Though need often exceeds the dollars available to meet them, if more people give, waiting lists can be reduced and programs can be expanded to serve more people.</p>
<p>“United Way only helps the poor.”</p>	<p>United Way services are directed toward all sectors of our community for the benefit of everyone. Examples of broad-based services include family counseling, health diagnostic programs, youth programs, senior citizen services and drug treatment programs. No one knows when a tragedy will strike and when we will need help. Each of you benefits from living and working in a healthier, happier community.</p>
<p>“My spouse gives for both of us.”</p>	<p>United Way depends on each working person to give his or her generous gift. Each person has his/her own community responsibility and United Way can only continue to provide human care services if each of us does our part.</p>
<p>“I cannot afford to raise my gift to United Way- there isn’t enough money.”</p>	<p>We are all fighting the problems of the cost of living and it does not get easier. But just think, if we feel the "pinch", what it must be like for someone less fortunate who needs help. By giving through payroll deduction, you can give a generous gift to United Way programs and agencies throughout the year instead of in a lump sum.</p>
<p>“I feel pressured to make a United Way contribution and I resent it.”</p>	<p>The purpose of United Way is to offer people an opportunity to be generous so that others can receive the help they need. Volunteerism is the foundation on which the United Way system of human services is based. It is the volunteers who guide the system, plan the programs, raise the funds and allocate them. Pressure defeats the idea of volunteerism and actually reduces contributions.</p>