

REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL.

# LIVE UNITED®



United Way  
of the Greater Capital Region

## Elevator Speech and Basic Talking Points

*As a campaign solicitor for United Way, you will have the opportunity to explain United Way to your co-workers or find yourself with an opportunity to talk about the work of United Way with a fellow employee. Here are a few suggestions to help you explain what United Way does how it strengthens our community. Below you will find a “speech” as well as some talking points. Use whichever you are most comfortable with or the points that match your opportunity.*

### **Summary of United Way’s Work:**

United Way is working to Advance the Common Good. That means United Way transcends politics and special interests to addresses issues of common concern that help people live better lives. Efforts are focused on three areas: Education, Income and Health. These are the building blocks that everyone needs for a good life.

United Way seeks to address the root cause of problems – to create lasting change and to prevent problems from happening in the first place. For example, our intent is to prevent hunger and homelessness rather than manage these conditions. United Way creates opportunities for a better life for everyone because we’re all connected, interdependent, and united members of a community. When you reach out a hand to one, you influence the condition of all. That’s what it means to LIVE UNITED.

### **Talking Points about United Way:**

Beneath everything we are and everything we do, we are all people - connected, interdependent, united. [Use one or more of the following examples, as you believe they will connect powerfully with a particular audience.] For example, when a child succeeds in school, we all win. When a family receives a helping hand so a temporary setback doesn’t result in homelessness, we all win. When a senior citizen can maintain independence and an active social life, we all win.

A small positive effort can create ripples of change across the community. United Way combines thousands of individual donations to make a significant investment in community programs. United Way combines the power of hundreds of volunteers to multiply the impact of your donation. United Way mobilizes the caring of our community and makes change happen.

We create lasting change by not just addressing symptoms, but by going deeper into the underlying problems. It’s like the difference between plugging a leaky dam and redirecting the flow upstream. We work to change the systems that lead to academic failure, poverty and chronic poor health – so we can prevent these problems from surfacing in the first place.

Creating change is not just about giving financially. Change also takes place through volunteers sharing their time and talents, and through those who advocate for social change. What’s important is that we all pitch in a common effort.

The United Way community investment process functions like a mutual fund for local human services. We collaborate with local agencies to invest money in a portfolio of effective programs where donor dollars can achieve the biggest impact, with built-in accountability. Funding decisions are made by volunteers who have been trained, who represent all walks of life and who have a vested interest in the local quality of life.

Contributing to United Way’s Community Care Fund is the best way to advance the common good and improve life for everyone in the community. When you invest in United Way’s Community Care Fund, the impact of your dollar is multiplied *by the power* of thousands of other contributions, *by the power* of United Way’s network of service providers, partners and volunteers, and *by the power* of United Way’s experience in bringing measurable, positive change to the community.

