



## CAMPAIGN TALKING POINTS

*Helpful information & talking points for you to use during your campaign can be key for a positive experience.*

- What is the United Way? The United Way works with the community to create positive impacts on the lives of those in need. We invest in education, we fight poverty and we work to improve the health of our community. This is done through our initiatives, direct programs and special projects as well as our Community Investment Grant Programs.
- Why is the United Way important? Supporting United Way and its agencies is one way we can give back in a diversified way. United Way is important to sustaining others while helping programs achieve their maximum potential, help families through difficult times, and assuring that community needs are being addressed.
- People often ask what the administrative and fundraising percent is for United Way of Mid & South Jefferson County. The average for area nonprofits is in the mid 20% range but the United Way MSJC is 7%.
- Where does the money go? Local money stays local. The United Way does pay membership dues of about 1% of their income to the United Way Worldwide and receives a great deal of services and benefits for that membership. The local office uses income from corporate gifts to cover the admin & fundraising expenses. So that the hourly wage earner donating will have their investment go directly to direct services. Donors can also designate their donation to a nonprofit that receives funding from a United Way.
- Together, we are making great strides. We are helping people. We are helping children that can't walk, talk or effectively communicate to find their voice and through therapy they are taking literal steps in their life. We are also helping adults with counseling and therapy.
- We focus on Education, Health, and the Financial Stability of every person.
- The United Way Creates Opportunities through our Initiatives and Volunteer programs while Inspiring Hope through the direct services that rely on United Way to service our neighbors.