

ELEVATOR SPEECH AND TALKING POINTS

IF YOU HAVE LESS THAN ONE MINUTE...

- United Way of East Central Iowa (UWECI) believes in a strong and thriving community.
- UWECI serves five counties in Eastern Iowa: Benton, Cedar, Iowa, Jones, and Linn.
- UWECI maximizes your donation – whether time or money – by directing it to the community’s most urgent needs.
- We invest in our focus areas of building economic mobility, fostering childhood success, improving access to healthcare, and supporting safety net services.
- We partner with 32 agency partners and fund 50 programs through those partnerships. We work with hundreds of other organizations and entities throughout the year.

IF YOU HAVE A COUPLE MORE MINUTES...

➤ UWECI is a trusted community leader that connects vital resources with top needs, giving hope and support when it matters most.

Our community-driven strategy – Unite to Inspire – consists of four focus areas: building economic mobility, fostering childhood success, improving access to healthcare, and supporting safety net services.



Building Economic Mobility

This creates a pathway from crisis to stability.



Fostering Childhood Success

The early stages of childhood are crucial and formative, and it doesn't end there.



Improving Access to Healthcare

We ensure that physical and mental healthcare are available and affordable for those who need it.



Supporting Safety Net Services

These services are in place to “catch” individual if they fall on hard time and help them bounce back.

➤ You can create lasting impact VIA United Way, through Volunteering, Investing, and Advocating for change.

Volunteer

UWECI connects you to a variety of volunteer opportunities to give back and address the greatest needs in our community.

Invest

When you donate to UWECI, know that your dollars help create positive community change and ensure individuals have access to resources and programs they need.

Advocate

UWECI works with local partners to identify top needs in our community, address challenges, and implement effective solutions.



Words to Use: positive community change, creating opportunities, filling gaps of need, thriving community



Words to avoid: Fundraiser, greater good, charity, handout, needy

Develop your personal “Why is United Way important in the community?”

How does UWECI impact the community?
Why is that important to you?

