

ELEVATOR SPEECH AND TALKING POINTS

IF YOU HAVE LESS THAN ONE MINUTE...

- We believe strong communities don't happen by accident. They are built when people come together and help one another to transform East Central Iowa and change the story for our friends and neighbors.
- We serve five counties in East Central Iowa: Benton, Cedar, Iowa, Jones, and Linn.
- Whether you give your time or your financial support, United Way maximizes your impact by directing it where our community needs it most.
- We invest in our focus areas of financial security, youth opportunity, healthy community, and community resiliency.
- We partner with 35 agency partners and fund 47 programs through those partnerships. We work with hundreds of other organizations and entities throughout the year.

IF YOU HAVE A COUPLE MORE MINUTES...

- We are a trusted community leader that connects vital resources with our community's top needs, giving hope and support when it matters most. We focus on four focus areas:
 - **Financial Security:** We believe every person should have the opportunity to move beyond survival and build a stable, secure future. This means friends and neighbors have a safe home and a quality job, creating a strong foundation for success.
 - **Youth Opportunity:** We believe every child should have the opportunity to create a successful future and become tomorrow's leaders. This means kids have access to educational resources, like early childhood learning, out-of-school opportunities, and a path to college and career.
 - **Healthy Community:** We believe every person should have the opportunity to achieve their best health and well-being. This means local families and individuals have access to nutritious food and healthcare.
 - **Community Resiliency:** We believe every person should have the opportunity to live in a community that thrives through any challenge. This means our community can prepare, respond, and recover from any emergency, becoming stronger than we were before.
- You can create lasting impact VIA United Way, through volunteering, investing, and advocating for change.
 - **Volunteer:** We connect you to a variety of volunteer opportunities to give back and address the greatest needs in our community.
 - **Invest:** When you donate, know that your dollars help create positive community change and ensure individuals have access to resources and programs they need.
 - **Advocate:** We work 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



UNITED WAY
East Central
Iowa

Develop your personal **"Why is United Way important in the community?"**

How did you first get involved with United Way?

Why is it important to you?