



United Way
Community Campaign

KEY MESSAGES FOR THE 2009 UNITED WAY COMMUNITY CAMPAIGN

- **Everyone has something to give. The growing needs of our friends, neighbors and communities are everyone's responsibility.** These days, it may seem like many things are out of our control. When we LIVE UNITED and contribute to the United Way Community Campaign, we help advance the common good and achieve more for our community. We can give a family enough to eat. We can give a child a way to succeed in school. We can give a senior citizen help coping with illness. We can give hope.
- **If not now, when? Given the economic climate, supporting the campaign is one of the most important things you can do this year.** There is no denying that we face challenging economic conditions. However, despite a market decline that began just two weeks after last year's campaign kicked off, we still raised a record-breaking \$28.1 million! Our hopes for 2009 are high. As the campaign video says, we will not stand by and watch our communities suffer.
- **LIVE UNITED. GIVE UNITED.** If we all join together to give what we can, this campaign will be a success. And when we all choose *Community Investment*, our combined gifts accomplish more than any single gift ever could. *Community Investment* dollars go to programs and services that are carefully monitored by trained volunteers to make the most impact.
- *Community Investment* supported programs and services help to create real, lasting change because they address the underlying conditions (lack of education, financial instability) that cause many social problems. Our contributions to *Community Investment* help to ensure that:
 - Children succeed in school;
 - Families are healthy and financially stable; and
 - A safety net of services is available for everyone in need.
- **Increase your gift and save money.** The Caring Club is our way of saying "thank you" for doing your part to make our communities better. Increase your *Community Investment* contribution by just \$1 a week or more (either by becoming a donor for the first time, or by increasing your current pledge to *Community Investment*) and you'll be eligible for membership in the Caring Club. You'll get special discounts at local and national retailers.
- **Become a leadership contributor by combining your gift with a spouse or partner.** A household gift of \$1,000 (just \$10 a week from both of you) or more makes both of you members of United Way's Constitution Society. Your names are included in the Tocqueville Society and Constitution Society Roster of Members, published annually to thank leadership donors.