



COMPANY KICKOFF

TALKING POINTS

Begin by thanking (THE COMPANY) for being such a good community partner...employees for attending meeting. And, I want to thank you in advance for the important work that you are about to do on behalf of your company and this community.

- United Way of the Ohio Valley is the single largest charitable fund raising effort that takes place in this area, and employee giving makes up 2/3rd of the United Way Campaign
- Your United Way investment will go to organizations in this community.
- A lot of our local organizations that receive United Way funds are organizations that provide services to our youth, families, the elderly and the disadvantaged. Your money WILL be going to help people who really need it!
- You can rest assured that your money will be spent wisely too. Experienced volunteers and representatives of the community (LIST A FEW NAMES HERE THAT THEY MAY RECOGNIZE, PERHAPS ONE OF THEIR CO-WORKERS) decide how your money will be spent based upon local needs.
- Your company can raise money without spending a lot to do so. (LIST EXAMPLES OF INCENTIVES). United Way is one of the most efficient charitable organizations in our community.
- By Living United and being a part of United Way, together, we can accomplish more than any single group can on its own.
- So, why invest in United Way? Because, your investment, no matter how small or large, will make a measurable impact in your community.
- When you pledge now - that payroll deduction doesn't start until January of next year

I encourage each and every one of you to give. \$5 per pay period amounts to a few candy bars or bags of chips at break time; a few packages of fishing hooks; or a bottle of nail polish. Make an impact on someone's life today for a better tomorrow.

**Push to get campaigns wrapped up by November 15th. Once mid-November arrives, the holidays are upon us and the United Way campaign is off of peoples radar screen.