

SPEAKERS BUREAU TALKING POINTS

Each year, United Way and local nonprofit partner agencies join forces to inform potential donors about the wide range of services provided in the community as a result of participating in a United Way workplace campaign.

- The Speakers Bureau event will begin with a United Way representative discussing United Way and introducing your organization. You will then have the opportunity to present about your organization.
- When speaking to donors and potential donors, there are a few things you should always cover in your remarks. **Following is a suggested framework. You will find more detailed talking points on United Way's Impact messaging on the subsequent page.** We trust both the framework and talking points will help you make the connection between United Way and your organization.
 1. **State the issue.** Explain the issue(s) your clients/communities face. This will help provide context for your work.
 2. **Discuss how your organization addresses that issue.** Provide an overview of your agency's mission and purpose and the work you do on a daily basis to address the aforementioned issue(s).
 3. **Showcase your results.** When speaking to the business community in particular, numbers and results resonate. We encourage you to share your outcomes and how together, your agency and United Way are addressing a community need.
 4. **Provide a personal story/testimonial.** While numbers are important, it's also crucial to connect your audience to the work on a personal level. If you plan to bring a client, this would be the time for him/her to share their story of how they have personally benefited from your agency.
 5. **Tie your mission and work back to United Way. (If your agency partners with other United Way agencies, share that too!)** Emphasize how your agency fits into one of United Way's Impact priority areas – **Education, Income, or Health**. If applicable, highlight ways your organization engages with United Way. For example: Do you involve United Way volunteers in projects?; Do you serve in a collaborative or partnership with United Way?; Does your staff engage in a workplace campaign?; Do you engage in advocacy efforts with United Way, etc.?
- REMEMBER:** You are raising awareness and visibility on behalf of the entire nonprofit sector – an important role and great privilege! Share your story with passion.
- THANK YOU** for your participation; it is a valuable opportunity to speak on behalf of both United Way and your agency.



Talking Points to Tie to United Way's Impact Agenda

IMPACT MESSAGES

United Way intervenes at critical transition points in people's lives to break the cycle of poverty.

Explain how your work, in partnership with United Way, breaks the cycle of poverty.

United Way's focus is on **Education, Income, and Health**, because these are the building blocks of a successful life.

United Way improves the lives of children, youth, families, adults and senior citizens in this community, bringing the business community, organized labor, and the public and nonprofit sectors together to drive collective action. Furthermore, United Way works to drive lasting impact by:

1. Preparing children to enter kindergarten ready to learn, learn to read at grade level by the end of third grade, and stay on track to graduate high school college- and career-ready. (**Education**)
2. Ensuring more working individuals and families improve their financial stability by developing job skills and building assets. (**Income**)
3. Building healthier communities for all children, adults, families and seniors. (**Health**)

Explain how your organization's work fits into one of these areas.

(My organization) partners with United Way because they are our local partner to drive measurable, lasting impact that none of us can achieve alone.

United Way collaborates with community partners to address critical issues facing our communities. United Way provides the opportunity for agency staff to connect with each other, share ideas and best practices, and form strategic partnerships as needed. **Share examples of collaborative work you have participated in with United Way and successful outcomes.**

United Way identifies and invests in nonprofits that demonstrate measurable results in United Way's Impact priority areas. **If you are a United Way Impact partner, share your organization's successful outcomes/results.**

Together, we're creating lasting change, building stronger individuals, children, families, senior citizens, and communities.

United Way has shined a light on the interconnectedness of the community – the belief that by lifting up an underserved group of community members, we are elevating our entire community.

United Way provides a way for the community to engage in work that creates impact throughout the community. Help United Way get it done. Give, Advocate and Volunteer for causes you care about. Together, we can Live United!