

# GIVING IN A TOUGH ECONOMY

GIVE.

ADVOCATE.

VOLUNTEER.

## FREQUENTLY ASKED QUESTIONS

### **In this economy, how do we inspire people to increase their gifts or to contribute at all?**

*These are tough economic times for almost everyone. Yet, challenging times often inspire people to give more—to respond as they see friends, family, neighbors and coworkers in need. Additionally, those blessed with a job and resources have a great opportunity to step up and help those who are already vulnerable.*

*KEY MESSAGE: If everyone gives even a little, we can meet the increasing needs.*

### **We recently experienced layoffs and morale is low. Would a campaign burden employees?**

*Conducting a United Way campaign has shown to lift spirits and enhance workplace environments; many appreciate the ease and convenience of giving and the fun and creative ways they are engaged in the Live United message. For many, they learn about programs that help them or friends and family who are experiencing difficult times.*

*KEY MESSAGE: When we focus on helping others in the community, we feel better about ourselves.*

### **I didn't get a raise this year; my investments are down; I have less for myself this year. Why should I give?**

*This economy impacts us all—some directly and some indirectly. Many of us have reduced our spending. Some of us cut back on luxury items and others have had to make more difficult choices. Many hardworking families need help for the first time. We can be thankful to have jobs and thankful that we have the means to support others in the community.*

*KEY MESSAGE: Everyone can do something, no matter how small. Together we can accomplish so much more.*

### **How is the economy affecting United Way's ability to serve those in need?**

*Many programs that United Way supports are seeing an increased demand for services, while experiencing a reduction in state and federal funding. That's why your support is so important. We continue our long-term focus of addressing root causes and working toward sustainable, long-term change.*

*KEY MESSAGE: Your donation stays in YOUR community to support the needs of Midland County.*

### **What is United Way doing to help those affected by the tough economy?**

*In this challenging economy, United Way's work is even more vital. We continue to focus on the building blocks of a good life—Education, Health and Self-Sufficiency.*

*The number one request through 2-1-1 continues to be basic needs like food, housing and utilities. Through 2-1-1, we connect people with resources for: unemployment benefits, employment resources, job training, mortgage & rent assistance, credit counseling, stress management, individual and family counseling, food pantries, housing assistance, clothing, and so much more.*

*We also offer a prescription drug discount program, free legal advice clinics, Sharing Tree gifts, educational tools, transportation vouchers and help with home projects for the elderly or disabled.*

*KEY MESSAGE: United Way is there to serve the ever-changing needs, especially during tough economic times.*

**LIVE UNITED.**