

THE ELEVATOR SPEECH

GIVE.

ADVOCATE.

VOLUNTEER.

You may be asked to “say a few words” about United Way or have an opportunity to talk with a coworker or community member. Below are some suggestions and talking points that would help you explain the work of United Way in the time you might spend riding the elevator.

United Way of Midland County works to advance the common good by focusing on the building blocks for a good life—Education, Health and Self-Sufficiency.

The goal of United Way is to create long-lasting change to prevent problems from happening in the first place. We seek to create opportunities for a better life for everyone in our community through the programs and services of United Way and its twenty-eight agency partners.

United Way recognizes that everyone plays a role in making our community better and encourages everyone to Live United through giving, advocating or volunteering. Working together, we create hope for a better tomorrow.

Talking Points about United Way

- Beneath everything we are and everything we do, we are connected and interdependent.
- The money raised in Midland County stays in our community to help our friends and neighbors.
- United Way dollars are not used to build agency facilities—they support programs and services only.
- Community Impact volunteers make recommendations about allocating the funds raised, to ensure accountability in decision-making.
- Only 9% of the dollars raised are used for administration and fund-raising, well below the national average.
- United Way of Midland County is a local organization and is not a branch of any state or national organization.
- United Way is governed by a 23-member Board of Directors.
- United Way creates community impact by aligning the most effective resources with the most pressing needs.

LIVE UNITED.