

# 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.**