

The Elevator Speech

Many times you may be asked to “say a few words” about United Way or find yourself with an opportunity to talk about the work of United Way with a fellow employee or community member. Here are a few suggestions to help you explain what United Way is and how it impacts our community. Below you will find a “speech” as well as some talking points. Use whichever you are most comfortable with or that match the opportunity.

United Way is working to advance the common good. They focus their efforts in three impact areas: Education, Self-Sufficiency and Health. These are the building blocks for a good life: Equip people with the tools to reach their full potential, empower them to live independently, and promote health and healing.

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 all, because when you reach out a hand to one, you influence the condition of all.

Your United Way invites the community to be a part of this change. Working together, united, we inspire hope and create opportunities for a better tomorrow.

That’s what it means to LIVE UNITED.

Talking Points about United Way:

- Beneath everything we are and everything we do, we are all people. Connected, Interdependent, United.
- When a child succeeds in school, we all win.
- The efforts of a few can have a ripple effect in the community.
- We strive to create lasting change by not just addressing the symptoms, but going deeper into the underlying problems.
- Change is not just about giving financially. Change also takes place through volunteers sharing their time and talents, and by those who advocate for social change.
- The United Way allocation process acts like the manager of a mutual fund—we collaborate with 25 local agencies to invest money where it can have the biggest impact, with built-in accountability.

