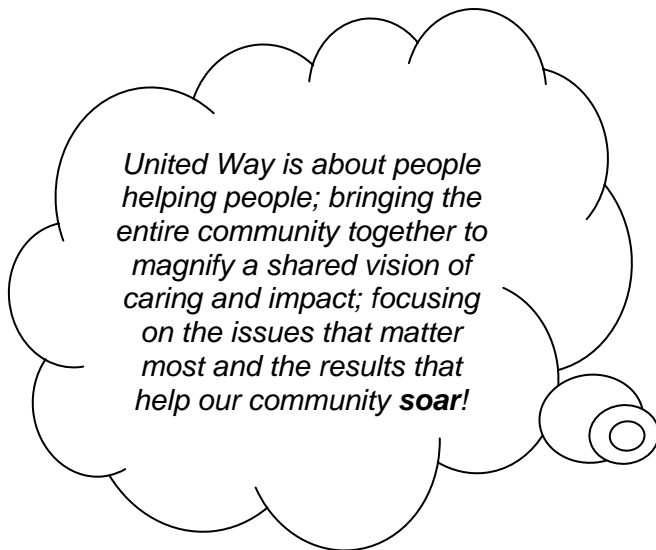
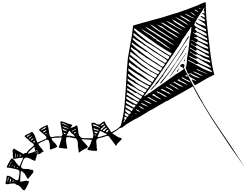


What Matters?



As company coordinator, how can you **soar** your organization's campaign to new heights?



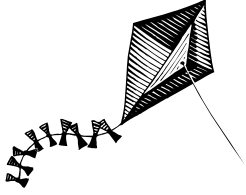
Seek Opportunities that Achieve Results

- Review and Analyze Past Campaign Strategies
- Identify Effective Ways to Communicate the United Way Story
- Make the Ask
- Handle Objections

A successful United Way Volunteer is always **soaring** ... and always prepared to share the United Way story. They know that United Way of Central Alabama serves five counties; _____, _____, _____, _____ and _____. They understand a contribution to United Way is an _____ in these communities. They know United Way is doing **what matters** by focusing on lasting _____ that prevents _____ from happening in the first place. We are focused on **results, community, partnerships and change**. We mobilize resources to support over _____ health and human service programs, agencies, and initiatives that provide _____.

What else do you know about United Way and how would you communicate that to co-workers and peers who don't understand the United Way story? _____

What Matters?



United Way touches thousands of people in our community every day. Has a United Way partner or program touched you or someone you know? _____ If so, how were their lives changed because of that service? _____

In answering these questions you have begun to form your own personal United Way story to share with others. As you work through this manual and plan your campaign you will need to complete your story. One effective approach is to prepare an **Elevator Speech** – a speech that has many different levels and points (floors) that allows you to summarize what matters depending on the amount of time you have. You can add or eliminate levels (floors) based on your audience and the time you have available. In other words, you should be prepared to tell the United Way story – **What Matters** to a peer or co-worker in the time it takes to share an elevator ride.

Here's a **Sample Elevator Speech** that answers the question "Why should I give to United Way?"

United Way understands that you really want to make a difference right here in our five county area. We want to help you do that.

(Results Matter.)

Our 55 years of experience tells us that the best way to help the most people is to focus on the underlying causes of the most serious problems. In our service area, we're focused on critical issues such as early childhood education; uninsured children and transportation and many other issues through over 80 partner agencies.

(Community Matters.)

It takes the whole community working together to reach our goals in these areas. So we bring together people from all across the community – people from government, business, faith groups, non-profits and ordinary citizens.

(Partnership Matters.)

Your United Way contribution goes to work bringing lasting change, right where you live. Because that's **what matters.**

(Change Matters.)

