

Here is a **UNITED WAY GLOSSARY** for terms that you need to know:

- **What Matters**-The theme for United Way of America.
- **Rally**-A meeting endorsed by the organization where employees are educated about United Way, given the opportunity to ask questions, and are asked to make a contribution.
- **Pacesetter**-A group of companies that agree to run campaigns early (June-August) and set an aggressive goal (usually 20% increase).
- **Model Campaign**-A model campaign begins with support from the top, a motivated, high-energy coordinator who has been educated about United Way facts and procedures. The coordinator will analyze past results, promote, publicize and organize the campaign including group meetings.
- **Partner**- An agency of United Way of Northeast Georgia that receives an allocation to support their programs.
- **Initiative**-United Way programs made possible through public and private grants. Success By 6 is the UWNEGA initiative.
- **Community Impact**-The difference made in the community by the services that are provided by United Way partners.
- **Impact Areas**- United Way of Northeast Georgia invests money in these areas:
  - Encouraging Self-Sufficiency
  - Nurturing Children & Youth
  - Meeting Basic Needs & Emergency Response
  - Helping Individuals & Families Be Healthy and Safe
  - Supporting the ElderlyWe make an impact in these areas through your investment in the community. We also measure the results from the programs we support in these impact areas.
- **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.
- **Loaned Executive**-The Loaned Executive (LE) is an individual who is “loaned” to United Way by his/her company during the fall campaign. They assist company coordinators with executing successful United Way Campaigns.

