

# SPEAKING OUTLINE

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**Here is a general outline for you to use as you speak to your coworkers at your rallies. Fill in the company specific areas with your own information.**

Welcome

Thank You (be sure to thank your co-workers for their past support of United Way)

Facts About United Way (can use brochure to illustrate these points)

- Your gift stays local, benefitting more than 25 communities in four counties: Lincoln, McCook, Minnehaha and Turner.
- You're helping to fund 97 programs through 50 different agencies.
- 1 in 3 people in our community are touched by SEUW partner programs.
- More than 90% of your contribution goes directly to services, one of the lowest overheads among all United Ways raising \$1 million or more.
- With a gift of \$500 or more, you can join over 6,700 Heart Club members (49% of campaign dollars come from Heart Club members).
- A minimum pledge of \$250, with a plan to increase by \$1/week over five years to reach \$500 in giving, qualifies you for the new Rising Heart level.

Your Company's Support of United Way

- Total Dollars Raised Last Year
- Per cent Participation Last Year
- Total Heart Club Members

Share a Story/Testimonial (this can also be fulfilled by having a speaker from a partner agency)

- Share your experience from an agency tour
- Share a personal experience (friend, family, etc) with a United Way partner program
- Share why you personally give to United Way

Ask

- Share your company's goal
- Ask your co-workers to make a pledge to United Way
- Explain how to make their pledge

Thank You

- Remember to thank them for their time and support of United Way