

SAY THIS, NOT THAT:

Tips for talking about United Way of Central Texas



United Way of
Central Texas

Many people are familiar with United Way as an organization, but most don't know what we do or how we do it. Some know that United Way is a charity that used to have a thermometer to measure a campaign goal; others are familiar with LIVE UNITED banners at an NFL game. Even more people think we are an airline, an insurance agency or simply have never heard and don't think about us at all.

You can help erase confusion and generate enthusiasm by using these tips when talking about United Way. These tips are intended to help you have productive, meaningful conversations about the impact of United Way.

SAY THIS:



We fundraise for impact and long-term community change.

NOT THIS:



We fundraise to reach our campaign goal.

Shifting our emphasis from increasing dollars to impacting people helps our community focus on what really matters; strengthening our community and improving lives.



The more we raise, the more money we have to invest in the people and communities in our area.



The more we raise, the more money we can give away to agencies.

We invest in common sense solutions facing our growing communities. In order to face those issues head on and generate tangible results, we want to invest in the programs, initiatives, products and agencies that will generate the greatest return. Our work has expanded beyond providing funding for other nonprofits.



We advocate for the health, education, and financial stability of every person in every community.



We are a charity that helps the poor/needy/children/old people.

We advocate for positive community outcomes within the core building blocks for a good quality of life - education, financial stability, health and basic needs. We can't do it alone. We need the help of others - donors, partners and volunteers to strengthen our community and improve lives.



We work towards common-sense solutions to challenges facing our community.



We fund programs that help people in crisis.

We thoughtfully and strategically invest in solutions to challenges facing our growing community. Our investment strategies consider long-term impact on individuals and families, increasing access to services in areas where resources are scarce, and quality programs that provide measurable results.