

OPPORTUNITIES FOR BEGINNERS

WHY UNITED WAY?

Employees who feel more engaged with their community at work can help boost working relationships, job satisfaction and the company's bottom line. Why? Because they are healthier, happier and more productive.

United Way of Greater Cincinnati brings people, organizations and resources together to create solutions to our community's most complex challenges.

We invite you to be part of the largest organized community effort to help local families move out of poverty. Support United Way of Greater Cincinnati and help us unite communities to change lives.

WAYS TO PARTNER

We are ready to help you enhance your employee engagement, social footprint and brand in the community.

- **CONNECT EMPLOYEES WITH RESOURCES**
United Way can connect your employees with resources for basic needs such as, affordable prescription medicines, free tax prep programs and multiple other community resources to help them and their families thrive.
- **WORKPLACE CAMPAIGN**
Unite employees across offices and branches to volunteer, advocate and give where it matters most to them. This is an easy and efficient way to make tax-deductible donations to United Way Initiatives and our more than 140 agency partners.
- **VOLUNTEER CONNECTION**
We love it when people give their time and talent to causes they care about. We are proud to offer Signature In-house and Off-site Activities as well as quick volunteer options throughout the year.
- **LEADERSHIP DEVELOPMENT**
Link your team to United Way Donor Networks to help them connect with people who share their philanthropic passions and development opportunities interest.
- **CORPORATE CONTRIBUTION**
Join the hundreds of companies who are our partners in changing lives. We will make sure your tax-deductible gift makes major impact in our community.

United Way of Greater Cincinnati New Business Relations

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of Greater Cincinnati

3 Steps to Engage

1 GET YOUR BASICS

- **GET LEADERSHIP BUY-IN** – United Way staff and business-community volunteers can help you make the case with your CEO and other executives.
- **UNITE A TEAM** – Recruit passionate and energized individuals to help you plan and execute. Don't fly solo!
- **SET A GOAL** – Every contribution counts and helps change lives. It can be around number of volunteers, number of volunteer hours or number of donors engaged for the first time. All these goals count and support real, local impact.

2 KNOW YOUR PHILANTHOPIC DEMOGRAPHICS

Tap into the motivations of each type of donor.

- **THE GIVER** | Support because they want to do good.
"I get it! I care and want to support the work!"
- **THE GETTER** | Do it to get something in return like rewards/recognition.
"An extra vacation day? Sweet! I am IN!"
- **THE GAMER** | Enjoy when it's made into a competition.
"I enjoy teaming up and winning."
- **THE GONER** | Want nothing to do with it.
"United Way is not a good fit for me."

3 RELY ON US

Connect with your United Way staff contact to help you build the best campaign plan, adapted to your organization size, resources and culture.

- Kickoff strategies
- Campaign Materials and supplies
- Volunteer opportunities
- Education & learning activities
- Special fundraising events & incentives
- Storytelling resources
- Leadership perks