

KEY CAMPAIGN PHRASES

- LIVE UNITED
- LIVING UNITED MEANS THINKING OF WE BEFORE ME
- WHEN WE REACH OUT A HAND TO ONE, WE INFLUENCE THE CONDITION OF ALL
- IT TAKES EVERYONE IN THE COMMUNITY, WORKING TOGETHER, TO CREATE A BRIGHTER FUTURE
- THE MOST POWERFUL WAY TO INVEST YOUR CONTRIBUTION IS TO GIVE TO THE UWRC COMMUNITY ACTION FUND
- ADVANCING THE COMMON GOOD MEANS CREATING OPPORTUNITIES FOR A BETTER LIFE FOR ALL
- THERE ARE BASIC THINGS WE ALL NEED FOR A GOOD LIFE

INCOME, EDUCATION AND HEALTH

A quality education that leads to a stable job
Income that can support a family
and good health

- UNITED WAY'S GOAL IS TO CREATE LONG-LASTING CHANGES BY ADDRESSING THE UNDERLYING CAUSES OF PROBLEMS
- OBTAIN MEASURABLE RESULTS
- YOU NEVER KNOW WHEN YOU WILL NEED THE UNITED WAY
- 1 OUT OF 3 PEOPLE WILL USE UNITED WAY SERVICES
- TOGETHER WE CAN GET RESULTS THAT NO ONE CAN ACCOMPLISH ALONE
- GIVE ADVOCATE VOLUNTEER