

YOUR INVESTMENT IN UNITED WAY

RETURN ON INVESTMENT



Dollars

People

Time

Thought Leadership

IMPACT

- Clear view of community impact
- Extensive allocations process to determine program need in the community
- Improved understanding of community needs
- Insight into decision-making and best practices for driving community change
- Stories and testimonials

VOLUNTEER EXPERIENCES

- Access to episodic and recurring opportunities to volunteer
- Build deep connections to community organizations
- Become an eye-witness to the impact and outcomes
- Access to volunteer opportunities at vetted programs within the community at our Funded Agencies

LEADERSHIP DEVELOPMENT & CULTURE

- Show a clear link between leadership & philanthropy
- Development of talent through campaign leadership
- Strengthening of communication, organization, and networking skills
- Access to a wide variety of companies and leaders within the community through Campaigning
- Team building

BRAND LIFT

- Recognition in our Annual Heart Club Book
- Amplify your own promotional efforts
- Draw focus to your Corporate Impact goals
- Ability to market a partnership with a well known, trusted nonprofit with local and national impact

CONSISTENT EXPERIENCE

- Local stories to ensure relevance in your key markets
- Create a unified experience for all donors.
- Alignment of common goal
- Consistent messaging