

The United Way Elevator Speech



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The Main Message

United Way is helping the community rise above challenges to reach its full potential.

Reasons to Believe

United Way's positive impact in education, income and health.

Tone

Emotional and optimistic, while factual. Do *not* focus on pity or guilt. It should be uplifting to donate and volunteer. Show progress but note there is more work to be done.

Advancing the Common Good

What it is:

- Connectedness
- Interdependence
- Inclusive
- Proactive
- Solution-oriented

What it is *not*: Doing good, divisive, reactive, charity, a slogan or tagline

Talking About United Way

Words to Use:

- Change agent
- Systemic
- Common good
- All of us
- Lasting change
- Prevention
- Creating opportunities
- Invite/Invitation

Words to Avoid: Fundraiser, individual, greater good, them, charity, handout, needy

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