CAMPAIGN MESSAGING 2019

**United Way is making local issues #UNIGNORABLE**

Local issues can be easy to ignore – at United Way we’re making them unignorable. Because we can’t solve issues affecting our community until we have the community’s attention.

Poverty. Homelessness. Mental health. Social Isolation. These are just a few issues that directly impact our community and hold too many people back.

United Way fights for the health, education, and financial stability of every person in our community. We’re committed to channelling Local Love in all we do...igniting the desire in everyone to improve this community we call home.

**Love and Give, where you live!**

Everyone can benefit from an *Act of Local Love* and United Way of Olmsted County is asking you to join the fight. Because your passion, expertise, and resources will help the fight become a win. A win that’s not just a short-term contribution but a long-term and sustainable solution for ALL. Whether that means helping a vulnerable child, working with isolated seniors or anything in between, it’s all about building connections and delivering support to the people and communities who need it.

**How does United Way do it?**

United, we can mobilize people to address these difficult local issues, collaborate with a network of partners to solve problems, and give support to community programs that are proven to work. We are part of a network of 1,800 United Ways in 41 countries and territories. By 2025, we want to inspire 1 million people to engage in Acts of Local Love in the Midwest. But the place that needs you most is right here, in Olmsted County. Show us you’re one in that million.

See the true power of *Local Love in Action* by getting involved to help make a difference in our community. Raise your hand if you’re ready to unleash your *Local Love* in Olmsted County and throughout SE Minnesota.

**Example:** The Rochester Community Schools Partnership between Rochester Public Schools and United Way leads to improved student learning, stronger families, and healthier communities. United Way facilitates partnerships in the collective effort through data analysis, evaluation and partner management, ensuring programs and strategies create lasting change by tackling the causes, rather than just the symptoms. Ultimately giving people what they need most, hope and opportunity.

**Example:** As a core function, United Way improves systems that unite people with resources to help them reach their full potential. 211 is the most comprehensive source of information on local services in housing, mental health, early education, and more. When someone needs help, 211 connects them to the right resource, right away.

**Why Should I LIVE UNITED and Show My Local Love?**

As a community, we are making progress because of donors, volunteers, and advocates like you! But there is more work to do. That’s why we set ambitious goals and hold ourselves accountable. That’s why we listen hard and work hard to engage even more people in even better, bigger solutions across our community. Because change doesn’t happen alone. Hope isn’t a one-man band. We have one life. **TO LIVE BETTER, WE MUST LIVE UNITED. SHOW YOUR LOCAL LOVE. TAKE ACTION TODAY.**

Join with United Way and be part of something greater than yourself.