

# 20 Days of E-mail



"Twenty Days of United Way E-mail" helps you educate your co-workers about the value of United Way and improves your campaign results. These short statements are designed to be copied into a daily e-mail communication, but please distribute this information through whatever means is most appropriate for your company.

1. United Way of Marathon County Partner Programs serve one of four County residents each year. With a higher number of working poor and increased family stresses, our community's needs are increasing. Your help is more important than ever.
2. United Way provides several special services to our community. One of these is United Way's 2-1-1 -- a program designed to connect people to the community resources that can help. Call 2-1-1 24 hours a day, 7 days a week.
3. Nearly 86 cents of every dollar contributed to United Way of Marathon County goes directly to essential health and human service programs right here at home. United Way of Marathon County's operating costs are far lower than the 33% recommended by the Better Business Bureau. United Way is the most cost-effective way to create lasting change in our community.
4. United Way Partner Programs are held accountable. Over 80 community volunteers review and monitor programs for results and cost effectiveness. Funding decisions are based on the impact these programs have on the priority needs in Marathon County.
5. When you give to United Way, your money goes far, but not far away. Dollars raised in our community stay in our community to help build a better place for all of us to live, work and raise a family.
6. United Way provides community solutions. By researching community needs, finding programs that can best address those needs, and monitoring program results we ensure that your contribution is addressing the underlying causes of real issues.
7. United Way encourages you to get involved in our community. GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.
8. United Way is the most powerful way to give to your community. By adding your gift to that of so many others, we can accomplish so much more than we could alone.
9. Wouldn't knowing that you positively changed just one person's life really make you feel good? Your gift to United Way improves the lives of thousands of people every day, 365 days a year.
10. United Way invests your gift in the building blocks for a good life--education, income and health.

11. Payroll deduction allows you to make a big impact with a small gift each pay period. If everyone makes a gift for \$1 or \$2 each week, we can meet the increased needs in our community.
12. United Way has many volunteer opportunities--campaign, impact teams, board member, office help and more. Other volunteer opportunities are also available at many local organizations. Check out the Volunteer Connection on our website at [www.unitedwaymc.org](http://www.unitedwaymc.org).
13. The Marathon County Hunger Coalition, an initiative of United Way, is focusing on increasing the quality and quantity of food in local food pantries. Their efforts are also raising awareness about the large need in our community for food pantry services.
14. United Way knows how to respond to current needs because we participate in a community needs assessment. The 2009-2011 LIFE (Local Indicators for Excellence) Report contains information about the quality of life in our community and the areas we need to improve. You can download a copy from our website or pick one up at the United Way office.
15. If you have a question about how you can LIVE UNITED, visit our web-site at [www.unitedwaymc.org](http://www.unitedwaymc.org).
16. United Way encourages programs to work together to address community needs. By organizing partnerships, providing opportunities for networking, maintaining a list serve, and sponsoring educational opportunities, United Way is helping our partners be more effective.
17. Ready to Read, a United Way initiative, provides free, new books to children under the age of 6 in Marathon County. Parents also receive information about the importance of reading to their infants and toddlers. For information, contact United Way at 715-848-2927.
18. When we make a difference in the life of one person, we make our entire community stronger. That's why we invite you to join us, to LIVE UNITED.
19. United Way of Marathon County is recognized as a community leader in creating community partnerships that get results.
20. The strength of our community depends on the strength of our United Way. The strength of our United Way depends on you. Give. Advocate. Volunteer. LIVE UNITED.