

# WHY RUN A WORKPLACE CAMPAIGN to help meet the need in your community?

## 1 IMPROVE YOUR COMMUNITY

When you run a workplace campaign, you join a network of more than 100 organizations committed to strengthening families in our communities: Cape Girardeau, Jackson, Scott City, Marble Hill, and Perryville. We work together to unite people and resources that help meet the need.

## 2 IMPROVE YOUR FUTURE WORKPLACE

We focus on the basic building blocks that have the greatest impact on success in life: Education, Income and Health. By contributing to United Way, our funded partners are able to provide literacy outreach, income education, counseling services, and more. You enhance your community now while investing in long-term change for the future.

## 3 IMPROVE CUSTOMER GOODWILL AND EMPLOYEE ENGAGEMENT

Workplace campaigns are fun, morale-building activities that can also engage customers. Research indicates 85% of Americans have a more positive image of a company that supports a cause they believe in, and 79% would switch from one brand to another if the other comparable brand was connected to a good cause. People who come together to further a cause they value are happier and healthier - customers as well as employees. Your employees can take pride in giving back through the easiest way possible - payroll deduction.

We hope your organization and employees will choose to **GIVE, ADVOCATE** and **VOLUNTEER** by partnering with United Way of Southeast Missouri. That's what it means to **LIVE UNITED**.



## WE MAKE IT EASY

We will provide you with all the tools and support you need!

United Way of Southeast Missouri will help you develop a customized fundraising campaign that aligns with your corporate values, as well as the particular interests of your employees. We will provide you with training and support to assist you in building your fundraising team and running an effective campaign.

United Way of  
Southeast Missouri



# LIVE UNITED

# MORE WAYS FOR YOUR WORKPLACE TO GIVE BACK

## 1 TAX-DEDUCTIBLE CORPORATE GIFT

Your employees will take their lead from you. Consider making your corporate contribution by matching a percentage of employee contributions.

## 2 WORKPLACE EVENT

Create goodwill for your brand by hosting a fundraiser for employees/ customers and offering incentives and prizes. We can help provide ideas and proven best practices.

## 3 VOLUNTEER OPPORTUNITIES

There are hundreds of ways to make a difference. We can connect you with opportunities that align with your abilities, interests, and availability.



**Now** is the time! Make the decision **today** to get your business involved with United Way of Southeast Missouri. Nearly 100 organizations with as few as 10 employees to those with more than 1,000 choose to partner with United Way to help meet their philanthropic goals. **WHY?**

### WE'RE LOCAL

Money raised here stays here; 99% of individual donations goes directly to our funded partners. When you give to United Way, we'll leverage your dollars locally to make an impact, right here where you, your employees and your family live, work and play. Your gift is multiplied by thousands of other gifts.

### WE'RE REPUTABLE

When you partner with United Way to conduct a campaign, sponsor an event or organize a volunteer team, you are co-branded with one of the nation's most trusted, recognizable nonprofits. Your investment in United Way will create pride in your employees and customers.

### WE'RE ACCOUNTABLE

We hold ourselves and our funded partners to the highest standard when it comes to accountability and transparency of our operations. Our Board of Directors oversees our finances and reviews funded program results annually. With United Way, you can trust that your contribution is efficiently invested and measured to deliver the most benefit.

## READY TO HELP MEET THE NEED? CALL OR EMAIL US TODAY!

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