

## TALKING POINTS FOR SPEAKING WITH NEW HIRES ABOUT UNITED WAY

- Talk about your organization's Corporate Citizenship/Volunteerism policy:
  - Discuss your organization's focus/impact areas, and how United Way aligns with these
  - Does your organization offer paid time off for employees to volunteer?
  - Are group volunteer projects offered throughout the year?
  - Are staff volunteer hours tracked?
- Share what you love about your company's involvement with United Way:
  - Talk about why it is important to your company to support United Way, the history of the partnership, how long your organization has participated in the United Way Campaign.
- The fall United Way Campaign is a focused effort to raise dollars, helping solve critical problems our community faces. The money raised during this campaign supports a strong network of quality nonprofits and services to help change lives in our community. The needs of our region are complex and interconnected, and not one nonprofit or program can fix it all. Together, United Way's nonprofit partners strengthen our regional safety net, so no one slips through the cracks.
- If your new hire expresses interest in your organization's United Way Campaign or asks a question, below is some suggested information you can share:
  - Talk about your organization's annual United Way Campaign:
    - How does your organization kick off and/or wrap up the annual campaign each year?
    - If your organization hosts special events or other campaign activities each year, mention those.
    - Does your organization set a campaign goal each year (a dollar amount goal, participation goal, etc.)?
- Let the new hire know that they do not need to wait until your organization's annual United Way Campaign to make a pledge—they can start making a difference right now by filling out a pledge card as they complete payroll and benefits enrollment paperwork.
- Share information about the impact a gift to United Way of Greater St. Louis can make in the St. Louis community:
  - A gift of \$25 provides 100 meals to low- and moderate-income children, families and seniors.
  - A gift of \$100 provides a night of shelter for 5 people experiencing homelessness.
  - A gift of \$1,000 provides a month's stay for a mother and her children at a domestic violence shelter.
  - More impact calculator amounts found here: <https://helpingpeople.org/impact-calculator/>.
- Explain United Way's impact:
  - United Way provides vital funding to a safety net of nonprofits that address so many needs in our community.
  - Instead of focusing on a single cause or issue, United Way supports hundreds of causes to help the community as a whole, including:
    - Immediate basic needs such as food, shelter and transportation
    - Long-term support such as youth programming, education, job training, and counseling
  - 1 million people in our area are helped each year by United Way supported nonprofits—that's 1 in 3 people in 16 counties throughout Illinois and Missouri.

