



UWSWAC “ELEVATOR SPEECH” LANGUAGE

Each option contains active, strong language you can use to tell someone what United Way is. Choose the one that sounds best to you as a base for your own speech. Your United Way experience makes you our best advocate, so be sure to add your own “why I got involved” moment. If you have more time, add a detail from the bullets below.

Your elevator speech isn’t meant to tell someone EVERYTHING that we do, but if you deliver it with passion, that person might just ask to hear more!

OPTION A:

Giving to United Way is making an investment in the health of our community.

When you give, you become a partner in south Wood & Adams Counties.

We make your dollars work smarter.

We find partners who are experts in helping and who believe in collaboration and accountability for measurable results.

We make the community stronger together.

United is the Way.

OPTION B:

United Way makes your dollar work smarter for everyone in our community.

We help partner programs that are already good service providers become members of a collective impact movement.

When we work together for the same things, we can make bigger changes than any one of us could on our own.

Our partner programs commit to collaboration. They measure their impact and change course when necessary. They are accountable when they spend your investment.

OPTION C:

The simplest answer is:

United Way’s work makes our community stronger.

We work to provide access to basic needs for everyone so that every community member can thrive.

United Way provides a free referral service called 211 that operates 24/7 and can help anyone with questions about mental health, addiction, food, housing, childcare, etc.