

United Way Message Guide



GIVE	ADVOCATE	VOLUNTEER
EDUCATION	INCOME	HEALTH
ASK	THANK	INFORM

Strategic Imperatives Focus Areas for Long-Term Success



- ❖ **Advancing the common good** through the continued evolution to impact and our commitment to success in the areas of education, income and health, on a worldwide scale
- ❖ Reinforcing the core part of our business model to ensure we are a **mobilizing force for social change**
- ❖ Fixing and updating, on a broad scale, our **business processes and structure**; we can not succeed with antiquated systems that are not aligned



Environmental Scan

- The economy
- More people in need than ever
- Crisis of trust in institutions

BUT....

- New administration brings a sense of optimism and hope
- Change is the watchword
- Rekindled spirit of civic engagement and service
- Advancing the Common Good and LIVE UNITED are a strong foundation on which to build.

United Way Message Guide, February 2009 4

Experience Tells Us... Stay on Course in Challenging Times



"The worst economic times—the Great Depression—was actually a rich period of management reinvention ... Enterprises outperformed competitors and actually grew by excelling in understanding and satisfying customers' changing needs."

– **Harvard Business Review: Editor's Blog, June 2008**

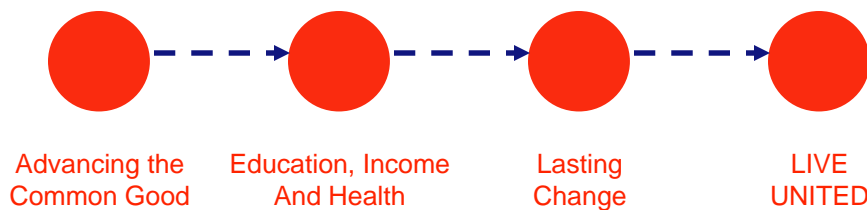
"Companies that delay investments [in current strategy] may forego significant growth opportunities when uncertainty subsides and the economy recovers."

– **The McKinsey Quarterly, December 2008**

"Stay on course ... To chart a course to success in this economic climate, marketers must be confident that their brand compasses are accurate and their goals are clear ... Don't jeopardize your long-term brand strategy when adjusting to the new reality. When the clouds do clear, you need to be ready to compete."

– **American Marketing Association: Marketing News, February 2009**

4 Message Drivers / 4 Dots to Connect



“How has the economic crisis affected United Way?”



Language to Use



Advancing the
Common Good

“United Way is working to **advance the common good** by focusing on **education, income and health**. These are the basic things we all need for a good life.



Education, Income
& Health

Right now, we’re putting a lot of energy into the **income** action area. There’s an army of volunteers and community partners who are helping people get the Earned Income Tax Credit. We’re also working together on job training, credit counseling and foreclosure prevention. In the **education and health** areas, we’re connecting parents and seniors with basic things...like childcare and prescription assistance. Many of them have never needed help before so they’re calling 2-1-1.



Lasting Changes

United Way’s ultimate goal is to prevent problems from happening in the first place, and we’re also maintaining a strong focus on **long-term goals for community change**.



LIVE UNITED

There are a lot of people out there who want to change things for the better, and we’re inviting them to join us. You can **give**, you can **advocate**, and you can **volunteer**--and in doing so, help to make things better for all of us. That’s what **LIVE UNITED** is all about.”

“How has the economic crisis affected United Way?”



Language to Avoid

Emphasis on
Campaign /
Fundraising

“ Our annual campaign is down. At the same time, the economic crisis is leading to increasing need from our funded agencies. Our soup kitchens are fuller than ever-- and they’re people who never needed these services before.

Desperation

All the same time, we’re worried about decreasing donations, due to all of the job loss and the declining stock market.

Begging for
Charity

We urgently need your help to meet the basic needs of these people. We need your help now more than ever. Please give as much as you can.”

Sell Inspiration, Not Desperation



- Stay positive! We are about hope, opportunity and change. Acknowledge the realities, but don't dwell on doom, gloom, guilt, despair and other negative emotions.
- Promote your work in the Income (Financial Stability) Action Area
- Frame basic-needs services within Education, Income and Health
- Promote 2-1-1.

More About the Message Strategy and LIVE UNITED



- State of the Brand (archived webinar from Feb. 5):
<http://uwa.acrobat.com/p48911577/>
The message strategy is discussed in greater detail in this webinar.
- LIVE UNITED in 2009 (archived webinar from Feb. 12):
<http://uwa.acrobat.com/p64431961/>
- The 2009 Brand Strategy and Marketing webinar series:
<http://online.unitedway.org/site/uwaservices/teampage.cfm?AID=5657>