

Your United Way Gift in Action Update: April 2011

United Way understands the issues, challenges, opportunities and unique strengths of our community.

We **CONNECT** people and organizations to resources, and **SECURE** resources to make our community a better place to live & work. We **CONVENE** stakeholders to discuss the data, trends and issues and then research possible solutions that will address the root causes of the problems.

We want to *show you* how your gift to United Way is at work in so many ways, right here in the greater Mankato area, every day.

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CONNECT.

Partner Spotlight: VINE Faith in Action

Heard of VINE, but not sure what they are or what they do? Check out our **brand-new partner eStory** [here](#); in a 2-minute video you'll learn some of the great things going on right here to improve the lives of older adults in greater Mankato!



Agency Tours: The Volunteer Experience

Check out our [Facebook](#) page for pictures of the volunteers at our first Volunteer Experiences of the year.

Want to get involved? Volunteer on Wednesday, April 27th at Salvation Army's Noon Feeding Program. [Click here](#) for details and to RSVP.

CONVENE.

Community Issues Forum: *Aging in our Community*

You're invited!

Join us as our panelists discuss how the issue of aging is changing in our community. Spend your lunch hour finding out how United Way and its partners are helping to improve people's lives.

DATE: Friday, April 29, 2011

TIME: Lunch begins at 11:45;
Program from Noon - 1

LOCATION: South Central
College's Conference Ctr A

Please [RSVP here](#) by April 25th



Join Our Facebook
Page & become a
Fan!

If you'd like to set up a new date for a group volunteer experience, contact us [here](#), or, if you are interested in finding out about other volunteer opportunities, check out our Volunteer Solutions database [here](#).

SECURE.

Your Support: The importance of Employee Campaign Leaders

Loyal Contributor Spotlight: Phil Slingsby

Last year we asked you to let us know who you are if you've been giving to United Way for 10+ years, at any dollar amount. Over 500 local community members raised their hands. And their pledges? We added 'em up, and they combined for a total of over \$216,000 this year alone. We wanted to know more about our loyal donors; and so we asked one of you to share your story with us.

Phil & Margie Slingsby have been Loyal Contributors to United Way for over 34 years, and been in the Mankato community for over 20 of those years.



When we asked Phil, he told us that what he's learned about United

Way over the years is that United Way is a facilitator of finding out what the greatest needs are, both now and in the future. He appreciates that the diverse volunteers and board of directors take in all the information, then figure out where attention needs to be concentrated and put the resources there. "A really good example we see today is United Way's focus on youth programs. United Way isn't just doing band-aid fixes to relieve problems temporarily; they're investing in ways to prevent problems from occurring, and we'll see the difference in the future. It's a good investment for everybody. I mean, the kids are this town's future, so it's so important to get them on the right track. Look at what's happening in towns where they didn't get kids on the right track."

Read more from our interview with Phil [here](#).

Are you a Loyal Contributor who's been giving for 10+ years who hasn't yet self-identified? Raise your hand [here](#) and let us count you in!

Give. Advocate. Volunteer.
LIVE UNITED.

Employee Campaign Leaders (or ECL's: those individuals who volunteer to run the United Way campaign within their own company) are so key in ensuring that United Way's message is effectively communicated to people throughout our community. Without ECLs investing their time and energy, United Way wouldn't be able to reach nearly 30,000 people each year in the greater Mankato area, telling them about United Way's impact and giving them the opportunity to pledge their support.

Last week, local ECL's met for lunch to share their feedback on what worked with last year's campaign materials & messaging, and what improvements they envision to make their jobs easier & the message more effective. So many great ideas were shared; things we couldn't think of on our own, that will help us make the 2012 Campaign the best it can be. Thanks to all of you who attended and contributed so much great feedback!

If you're an ECL but couldn't make it to the lunch, email [Christi](#) with your ideas & feedback!

Thank you to Eide Bailly for sponsoring this yummy luncheon!