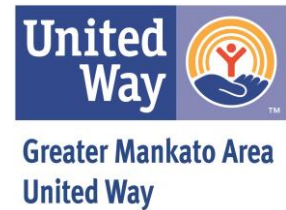


# ***GOOD FOR YOUR BOTTOM LINE***

*United Way for your company, your employees, and your community*



## ***HERE'S WHAT UNITED WAY CAN DO: FOR YOUR BUSINESS***

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### **United Way can help you retain and grow your customer base.**

More than ever, Americans want to work with organizations that care about them and their communities. Research shows that approximately 89% of Americans would consider switching to a brand that supports a cause if the competitor does not. And, eight in ten Americans say that an organization that supports social causes wins their trust.\*

### **United Way can help you attract employees.**

Employees want to work for organizations that care. In fact, 79% of Americans say they weigh an organization's contributions to solving community issues when they choose where to work.\*

### **A United Way campaign fosters a sense of teamwork and builds employee morale.**

Employees feel better about working for community-focused companies. Plus, it gives employees a chance to work together for a great cause and build relationships in a more informal setting that often transfers into work projects.

\*2006 Cone Millennial Cause Study

## ***HERE'S WHAT UNITED WAY CAN DO: FOR YOUR EMPLOYEES***

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### **United Way connects your employees with services.**

Whether your employees want to volunteer, donate items or need help, United Way is able to point them in the right direction.

### **A successful United Way campaign helps ensure that services will be there when your employees may need them.**

You never know when you or someone you know will face a crisis. By giving today, United Way donors help to provide services that they themselves may need tomorrow.

### **United Way enables your employees to give with confidence.**

United Way thoroughly screens programs against an extensive list of standards. Your employees can be assured that when they invest in the Greater Mankato Area United Way, they are giving to over 30 worthy organizations that use their contributions efficiently and effectively to produce results.

## ***HERE'S WHAT UNITED WAY CAN DO: FOR YOUR COMMUNITY***

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**United Way combines the knowledge and resources of the community to address issues.**

United Way brings together volunteers, agencies, community leaders, businesses and local issue experts to make sure the community's most important needs are addressed.

**United Way is the place where people come together to solve problems.**

United Way works with the entire community. It takes everyone to get the kind of results we need to build solutions. Experience tells us that the best way to help with most people is to focus on the root causes of the most serious problems.

## ***HERE IS WHAT YOU CAN DO:***

**Give personal and corporate Heart Club gifts.**

In giving personal and corporate Heart Club gifts of \$500 or more, you are demonstrating to your employees your belief in giving back to your community.

**Provide visible CEO support.**

Lend your personal support through visibility, involvement and a personal letter to employees.

**Conduct a leadership campaign.**

Appoint a senior executive to serve as your Heart Club Coordinator and hold a leadership event for your management staff. Recognize your leadership givers.

**Appoint an Employee Campaign Leader.**

Designate an energetic, respected employee to serve as your ECL and recruit a committee to assist.

**Run an educational employee campaign.**

Give every employee an opportunity to attend a United Way group rally and take an agency tour. Use newsletters, intranet, e-mail and peer to peer follow-up to promote the campaign. Then thank your employees for giving and supporting our community.

