When you invest in United Way, you invest in your community:

- You help Mid Coast children have the BEST POSSIBLE START in life.
- You provide food & shelter to our neighbors in need.
- You provide companionship & respite care to elders and their caregivers.
- You create opportunities for people with disabilities to work and live as independently as possible.
- You connect people with services, and you foster relationships between agencies, professionals, & community members.
- **You strengthen Mid Coast Maine.**

**GOOD FOR BUSINESS**

Inviting United Way to your workplace demonstrates a commitment to your employees & the broader community.

- People feel good about giving. Giving employees the opportunity to give through a workplace campaign offers everyone and easy & effective way to support their local community. In a national survey, most employees said their company’s support of United Way made them feel good about their company.
- Through United Way’s easy payroll deduction plan, employees are given the opportunity to give each pay period. These investments create real, measurable impact in the community.
- Contributing to the Community Impact Fund supports an effort of “collective impact” with invested dollars being strategically allocated to a variety of organizations, programs, and partnerships that work together toward better health, education, and financial stability of Mid Coast residents. You can help build a stronger future.

**WORKPLACE CAMPAIGNS**

Advancing the Common Good

It takes an entire community to make a difference, & we need **YOU**.

**GIVE. ADVOCATE. VOLUNTEER.**

uwmcm.org
1. Appoint an enthusiastic Employee Campaign Manager. Your ECM will connect with one of our trained Loaned Executives to plan employee meeting(s) & any tailored activities. This is a fantastic leadership opportunity for your ECM(s); training & support is available.

2. Welcome a United Way Loaned Executive to present at group meetings. This works well as 20 minutes at the beginning of an existing meeting. Typically, these presentations are held between 9/15 and 10/31. United Way provides all materials.

3. ECMs follow up by providing documentation for United Way & thanking employees. Your payroll office receives copies of pledge cards & distributes funds to United Way over the coming year. ECMs, with United Way’s help, thank employees & share information on results.

Enjoy the results!
Thousands of Mid Coast residents are helped. Our community is stronger as a whole. Your employees feel great about being a part of positive community change.

Planning Options—Some organizations:
- Set internal goals
- Offer incentives
- Choose fun themes

Please note: friendly competition is fun, but giving is a choice. We do not want anyone to feel pressured to give.

Cause for celebration?
- Consider celebrating United Way presentations with food & fun
- We offer balloons & limited swag
- Collect pledges on the spot & randomly draw pledge cards for a gift certificate, extra vacation day, or prized parking spot

Year round engagement:
- Payroll deduction is brilliant because the ongoing support makes change possible
- We’d like to stay in touch so that we can share results with you & your employees
- We invite you to join us as advocates & volunteers

Campaign resources are available online: uwmcm.org
Tom Blatz, Director of Campaign: 443-9752 or tblatz@uwmcm.org

United Way of Mid Coast Maine’s mission is to improve lives by mobilizing the caring power of communities.