



# Workplace Campaign Presentation

## Tips and Tools

One of the best and most effective ways of involving your co-workers in the United Way workplace campaign is give a presentation. The most responsive donors are those who can become informed and involved. Experience clearly shows that coercion creates animosity, hinders communication and understanding, and can lead to decreased support.

### **Speeches for Presentation**

Included in this packet are two different pitches for guidance as campaign coordinator. First, we have attached a brief elevator speech for a quick explanation of “Why United Way?”. Following the elevator speech is a longer, more detailed pitch, more appropriate for use in a formal presentation setting. Please use these at your United Way presentation for guidance. Feel free to make these speeches your own and we encourage you to alter them to fit your own personality and presentation style.

### **Pitch #1: Elevator Speech (30-60 seconds)**

The United Way is a charity which focuses on the major issue facing so many in our community – financial stability. Whether it’s housing or rental costs, childcare, food, transportation, or health-related expenses, our neighbors are often in need of financial assistance. The United Way of Collier and the Keys strives to help support those in our community who are struggling with financial hardship.



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### **Pitch #2: Formal Pitch (10-12 minutes)**

***IMPORTANT NOTE:** Dependent on whether this pitch is being delivered in Collier or Monroe County, **slightly different statistics are provided** for increased specificity to that community. In the pitch below, information in **red** is **Monroe-specific**, while information in **blue** are **specific to Collier** instead. Black indicates usability in either county.*

### **Welcome and campaign endorsement by campaign coordinator (1 minute)**

Welcome employees to our 2022 United Way Campaign meeting! I want to thank each of you for participating in our 2022 Campaign. With your help, through the United Way we are going to make a huge impact on the residents of Collier and Monroe Counties. Each of you should have a personalized pledge form and campaign brochure. Before the end of the meeting, please sign your pledge forms and return them to me before you leave. I want to thank you all for taking time out of your day and giving me the opportunity to speak to you and for your contributions to the work of the United Way. Today, I'll be giving you an idea of what the needs are in our community that the United Way is serving, how we're serving them, and how you can help.

### **Need in Our Community (3 minutes)**

We all know Collier and Monroe Counties are famous for their beautiful beaches, their manicured streets, their mansions, their shopping, food, cultural offerings, all the things that make it a great place to visit and live. We're very lucky here. It's an undeniably beautiful place and even if you aren't wealthy there are a lot of things we all have access to that make living here special.

But what we don't put in our tourist brochures is the reality that, yes, this is a great county with a lot to offer, but it's also a county with a high cost of living, especially when it comes to housing and childcare. For many people, those costs are very, very difficult to manage. They're living paycheck to paycheck, or Social Security check to Social Security check. They're at risk of losing their home if an unexpected expense comes along, struggling to keep food on the table without



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having to visit a pantry, worried that if they get sick or lose their job their lives will come tumbling down around them.

The Federal Poverty lines don't really account for all the people facing these kinds of challenges. They're far too low compared to real costs of living. So, United Way created a study to try and get a better fix on what the number of people facing these challenges really looks like, the number of people that could really use a hand up in every county in Florida but aren't necessarily included in the government numbers. What they came up with to do this was the ALICE study.

What that study does is look at the specific costs of survival and employment in each and every county, every two years, and come up with a very bare-bones, real-world budget for what it takes to get by as either an individual or a family of four that's specific to each county. The people that have incomes under those budgets are included in the Asset Limited Income Constrained Employed (or ALICE) population and the study goes on to look at the budgets and income figures from every county to try and understand how many people are struggling to make ends meet.

When you look at the ALICE study for our county, you learn what a lot of us already know, that a lot of people here are struggling. Families with children are having the hardest time. **52 percent/42 percent** are living with incomes too low to afford the ALICE Survival Budget. This is one of the reasons that 60 percent of Collier and Monroe County students need the Free or Reduced Lunch program. Seniors are hit hard too. We often think of people who retire here as being fairly wealthy, but that's definitely not always the case. Nearly **20,000 senior households in Collier County/6,500 senior households in Monroe County** are living under the ALICE threshold. All told, more than a third of households in our county are struggling to get by. That's almost **150,000 people/30,000 people**.

In our county, if you're a single adult and you aren't earning at least **\$13.25/\$15.11** an hour, you're either in trouble or having to work more than 40 hours a week, likely at more than one job, to survive. If you have a family of four and you aren't earning more than **\$37/\$42** an hour, you're probably struggling. But of the thirty most common jobs in Florida, even the highest paying of these jobs, being a registered nurse, only gets you a \$30 average hourly wage, still not enough to support a family. If you're working retail, the most common job in our state,



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you're probably making in the neighborhood of \$10 an hour and, even if you're single and don't have a family, you're finding yourself more than **\$5,000/\$10,000** short every year. So, if you're wondering where you can find our ALICE population, the answer is literally everywhere.]

These are families that are at risk of becoming homeless, who don't always have access to healthcare, who don't have savings to cope with unexpected expenses. They're living on the edge of a crisis even though most of them are working one or more jobs or have worked their whole lives. Wages in the professions where they're able to find work, or the retirement benefits they worked to earned, just haven't kept up with costs of living.

Throw in the occasional hurricane and things really get rough.

Calls to our United Way's 2-1-1 helpline and to our offices in the Florida Keys have been pouring in since the COVID-19 pandemic hit our region, its businesses, and its workers. Many families, already living paycheck-to-paycheck, have seen their incomes shrink dramatically or disappear. Using our new Remote Crisis Case Management (RCCM) system, people in need of assistance can safely fill out online applications and submit supporting materials electronically, at home. Case managers can then work remotely, at a safe social distance, to quickly and efficiently meet each household's needs. The RCCM platform will also be used by our United Way's own case manager to help families and individuals in Collier County apply for rent and mortgage assistance from the \$1.4M in funds provided by the Emergency Solutions Grant and the State Housing Initiatives Partnership Program that we are distributing on behalf of the Collier County government.

#### **How You Can Help/Why United Way (3-4 minutes)**

United Way works to support the health, education, and financial stability of Collier and Monroe Counties' ALICE population. We fund programs at more than forty agencies and we have programs that we run ourselves that connect people with those agencies or help supplement the work that they're doing. When our counties get hit with a natural disaster like a hurricane, we rally support from around our community and around the world to help.



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In health, we're part of the county-wide effort to improve mental health services, we're underwriting funds to help seniors with low incomes get medical help and cancer patients with low incomes get through their treatment. And we're helping to support the Children's Advocacy Center, which helps survivors of child abuse. In education, we're supporting programs that help people learn to speak and read English, programs that help preschoolers prepare for kindergarten, a program that is helping kids prepare for good careers and well-paying jobs starting in middle school, and programs that help kids stay out of trouble and on track with their studies after school and over the summer.

To help people attain financial stability we're underwriting a program that provides the wrap-around support and services people need to transition to better-paying jobs, programs that provide legal services and help finding jobs, programs that help people with disabilities train to enter the workforce, and programs that help families who are either homeless or in immediate danger of becoming homeless. To connect people with the services and opportunities they need, we run a 24-hour helpline, 2-1-1. 2-1-1 can help connect someone with more than 100 different programs, not just at our partner agencies, to find the resources they need. Last year more than 3,400 people called 2-1-1 looking for help.

We also have a few additional programs that we run ourselves. Supplementing the preschool programs we support, we have Dolly Parton's Imagination Library. This program is available to all Monroe County children under the age of 5, and is spreading to Collier County as well. Last summer, we piloted this program with 1,000 kids in Golden Gate City and we hope to spread it throughout Collier as well in time. The Imagination Library does a really simple but wonderful thing. It sends kids a free, new, age appropriate book, every month from their birth until they enter kindergarten. So, you're getting kids excited about reading, you're helping their parents find the time and energy they need to read with their child, and you're helping a family build a library in their home at no cost to them. All of these are things we know help kids prepare to succeed in kindergarten. And getting kids ready for kindergarten is the first big hurdle we need to help them clear to be successful throughout their academic careers.

In Monroe County, we also run a highly successful annual fundraiser called **Stuff the Bus**. Working closely with each Monroe County school, we determine the



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specific needs of our community's youth and use these funds to purchase the school supplies most integral to their success. This event has allowed us to provide school supplies to over 8,500 Monroe County students each year, from the basics of backpacks and crayons, to the more expensive, but necessary equipment that some students simply cannot afford, like graphing calculators. In supporting the United Way, you're helping local kids in need get the tools they need to thrive in school.

Supplementing our financial stability programs, we have our Volunteer Income Tax Assistance program, VITA. This is a great program because it helps people get some actual cash. We train a small army of volunteers to be certified tax preparers, we offer their services online this year due to coronavirus, and if someone has a household income below \$56,000, they can meet with one of our tax preparers virtually to have their taxes prepared for free. A lot of our volunteers are either work in banking or accounting or finance, or used to, so between their career expertise and the training they receive you've really got someone who knows what they're doing helping you prepare your taxes. This year, the VITA program brought approximately \$950,000 in tax returns back to Collier and Monroe County.

We also work to secure relief after disasters. After Hurricane Irma we were able to help people meet their home and auto insurance deductibles, pay utility bills while they weren't able to work, and we received a large grant to provide case management for nearly 500 people to help them secure whatever they needed to rebuild. [For around half of those people, that case management is still ongoing. It's taking a long time, and a lot of follow up and resources, for the people hardest hit by Irma to get the relief they need to get back on their feet.] We even got a grant from the United Arab Emirates to help repair thirty homes that were damaged by the hurricane and to secure an additional disaster relief site in Golden Gate City, for when the next hurricane comes around. That grant is also providing wireless internet services to Collier County Public School students in Immokalee and Everglades City. With more and more schoolwork, and more and more resources in general, moving online is going to be a big help to kids and their families.

So, we're working with a lot of different people, in a lot of different ways, all throughout our county. We've got partners at the county, state, and international level. It's a lot to take in. And it can be hard to see how you might be relevant to it



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all. The problems are big. The programs are many. We're trying to help almost 200,000 people. How can you make a difference in all of this? That question. That problem of "I know there are a lot of people in my community that need help. I want to help. But I don't see how I could possibly make a difference." That's the whole reason the United Way exists.

This is our mission, our true mission. To improve lives by mobilizing the caring power of our community. There are a lot of people here who could use a hand up. There are a lot people here who care enough to want to help. All we do is connect one to the other.

We have [our 2-1-1 helpline](#) and our ALICE report to help us know who in our county needs help and what help they need. We vet all our partner agencies to make sure they're providing those services and opportunities and doing a good job managing the resources we give them.

Then we go out and try and find the people who want to help. All the people. Yes, we talk to business leaders, and big-time philanthropists, and even foreign governments, but the overwhelming majority of our donors are working people. People who've decided they want to help. People who know that in giving to the United Way, they ARE helping, right here in our community, in ways that really make a difference.

#### **Review incentives and discusses payroll deduction option and pledge form. (1-2 minutes)**

\*\*\*Tailor incentives that will work for your employees and your business.  
Contact [Our Development Team](#) for ideas and a list of possible incentives! \*\*\*

\*\*\*Explain Pledge Form. Be sure to look over form before presentation\*\*\*



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### **Make the Ask/Conclusion (2-3 minutes)**

If you participated in the campaign last year, I want to thank you for your support and ask that you consider increasing your contribution for this year's campaign.

If you have chosen not to participate in the past, I encourage you to please join us and other Collier and Monroe Counties businesses in working together to improve the lives of the members of our community by contributing to United Way today!

Even if you decide to give 25 cents a paycheck, 3 bucks a year, that's enough to send a book to a child in the Imagination Library program. That's not a small thing. Not to that child. Not to those parents. Can you imagine how excited those kids get every month when that book comes? How they beg their parents to read it to them? Snuggling up on the couch or the floor to read together? I know I've got some very happy memories of reading with my mom. I hope you do too. That's a lot of good from a quarter you probably wouldn't miss if it fell in between your couch cushions.

Every. Gift. Matters. We make sure of it. THAT'S what United Way does. Because everyone's compassion and generosity have value. Everyone deserves the opportunity to make an impact. That's why we work to find the people in need and connect them with the people who are going to help them.

Giving to the United Way is a way to feel like you're going to work every day for something more than your own survival, your own family, or your own future. Giving to United Way is a way to know that in a world with big problems, in our county with so many who could use a hand up, you're doing something to be part of the solution. That's why I give to United Way, at least. I hope you'll join me and LIVE UNITED!