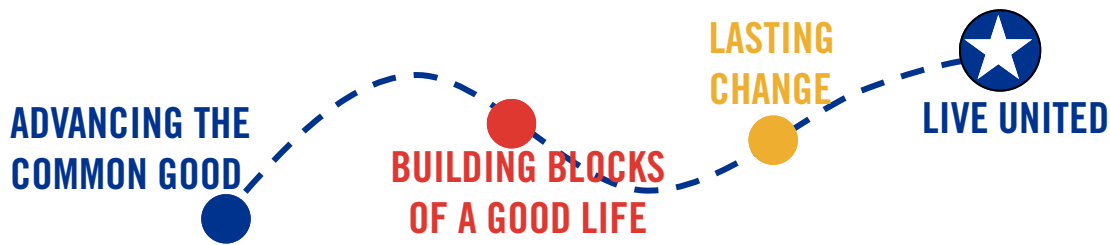


# LIVE UNITED: The Message



## ADVANCING THE COMMON GOOD:

Marshfield Area United Way is focused on creating opportunities for everyone to live a good life.

- Reach out a hand to one, and influence the condition of all.
- Through actions large and small, every person is essential to create change.

## BUILDING BLOCKS OF A GOOD LIFE:

United Way funds local programs that address our community's most critical needs by focusing on Education, Income and Health.

- Education: Helping children and youth achieve their potential
- Income: Helping individuals and families become financially stable and maintaining independence.
- Providing hope and help for our most vulnerable residents.

## LASTING CHANGE:

What separates United Way from others is we aim to change the cause of community issues, not just fix the symptoms. United Way works towards lasting change, not just quick fixes.

## LIVE UNITED:

An awareness that even the smallest actions can influence the person next to you. Focus on creating ripples by taking action to: Give. Advocate. Volunteer.

### The Elevator Speech:

United Way is working to advance the common good by focusing on Education, Income and Health. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement and good health.

Our vision for the Marshfield area is to create lasting change and prevent problems from happening. We will prepare our youth for success, give residents the tools to become financially stable and care for our most vulnerable populations.

We invite you to be a part of change: Give. Advocate. Volunteer. Together, united, we can inspire hope and create opportunities for a better tomorrow.

That's what it means to LIVE UNITED.

### Key Messages You & Your Campaigners Can Use:

- Our community needs our help, in tough economic times this is even more true.
- You, your family, friends and neighbors need United Way programs now or may need them in the future.
- United Way needs everyone's help to create lasting change. You make an impact: regardless the size of the gift.
- I've already made my pledge, please join me. It's up to those of us fortunate enough to have jobs to make caring contributions to help those in need.
- We need everyone's help, if you're a Loyal Contributor, please consider continuing your gift. If you never given before, we need your help to improve lives.