2016 Product Presentation

Who are you? Introduce yourself
• If you’re a Loaned Executive briefly describe what that is and the company you represent

What is our theme? Building a Stronger Miami
• United Way needs your help to Build a Stronger Miami
• We’re all a part of this community
• We all need to be a part of making our community a better place to live, work and play
• It takes all of us working together to build a Stronger Miami

How do you connect to people’s hearts?
• This is the time to bring in the heart of the work with a story. You have three options: the campaign video, a testimonial speaker or your own story.
  – “I’d like to show you our video which highlights the story of someone who was helped by United Way and who is so grateful that she’s now giving back to her community in many ways.”
  – “I’d like to now introduce XXX from XXX who will talk to you about how United Way has helped them achieve their goals and become a part of a Stronger Miami.”
  – “I’d like to share with you a story about someone who was impacted by United Way ... “
• Transition to the rest of the presentation by acknowledging the amazing story in the video or by thanking the speaker.

Who does United Way help?
Let me tell you about the people that United Way helps every day.
• ALICE – Asset Limited, Income Constrained, Employed – people who work hard every day and are just one emergency away from falling into poverty
• Report issued in 2014 from Rutgers showed that 21% of families already live below the Federal Poverty Level and another 29% are one emergency away from falling into poverty.
• These are our neighbors, our friends ... the people we see every day who work in our restaurants, hotels and hospitals.

How do we help them?
Now that you know who we help, let me share with you how United Way helps.
• We focus on the building blocks of a good life – education, financial stability and health
• We research the needs in the community and adopt long range goals
• We invest in high quality programs and initiatives
• We advocate for solid public policies
• We raise public awareness on important issues
• United Way needs your help to Build a Stronger Miami
How is United Way changing the odds for children and families?

*Pick one or two you feel would resonate with the audience. Examples include statistics for 2015.*

- UW focuses on the building blocks of a good life — education, financial stability and health
- When we ensure young children get a quality early education, we are setting them up for success in school and in life
  - 3,089 young children received quality early education
- When we help youth improve their academics and decision-making skills, we are increasing their chances of graduating on time and pursuing thriving careers
  - 18,000 youth at 29 funded programs improved their academic skills or their knowledge on how to avoid risky behaviors
- When we empower individuals and families with financial tools and supports, we are helping them pave a path to financial independence
  - Through the Volunteer Income Tax Assistance program, 9,845 tax returns were filed for free resulting in $11.5 million in tax refunds for working families
  - 3,497 people learned how to budget, manage and save money through the work of the Center for Financial Stability
- When we improve access to health care services and promote healthy behaviors, we are helping people lead healthier lives.
  - 9,403 children and adults received critical health screenings for diseases like cancer, diabetes and HIV/AIDS
  - 262,330 hours of care were provided for 1,030 homebound, frail elderly
- We accomplish these outcomes by researching the needs in the community and adopting long range goals; investing in high quality programs and initiatives; partnering with other organizations on shared goals; advocating for solid public policies, engaging people in the community and raising public awareness on important issues.
Why United Way?
Depending on the amount of time that you have and what you feel will motivate the audience, choose a few of the bullets below. Bolded are the recommended bullets.

• **Every dollar turns into $2.51 worth of help through matching grants and volunteer hours**
• We are local and every dollar you give helps people in this community
• People like you — volunteers from all professions — look at the needs and decide the best investments for those dollars we raise
• We follow strict financial practices, including volunteer oversight of all of our work, to make sure every dollar is being used effectively
• **We tackle important community issues on a broad scale (pick at least one)**
  - **CFE** (Center for Excellence in Early Education) – internationally recognized, highest quality practices, research and training to raise the quality of other centers in Miami
  - **CFS** (Center for Financial Stability) – one stop center for financial stability services, helping working families budget, pay off their debt, buy their first home, save for the future
  - **FamilyWize** – prescription discount program, anyone can use it, can save someone an average of $23 per prescription, has saved Miami-Dade residents over $10 million since the launch 7 years ago
  - **Mission United** – new initiative helping to empower veterans and their families by connecting them to essential services and employment opportunities
How can I help build a Stronger Miami?

So how do you help make Miami Stronger? By giving as generously as you can. We have many opportunities and ways for you to give. I will review them and am happy to answer any specific questions you may have.

• **Gift card** (should have copies if using paper forms) – review the gift card or refer them to their online giving portal and make sure you specifically ask them to give and be as generous as they can

• **Leadership Circle** (have copies of Leadership brochure) – describe the Leadership Circle and that it’s $1,000 a year commitment. We also have various other levels of Leadership including the Tocqueville Society at $10,000 a year
  - *Fast track* – Ability to get to the $1,000 or any other level through a 3 year step up program. You commit to the Leadership level of your choice and get there in 3 years but receive all of the benefits in the first year.
  - *Affinity groups* – all are described in detail in other materials.
    - **LINC** – millennials
    - **Young Leaders** – 40 and under
    - **Women’s Leadership** – women
    - **Tocqueville Society** – $10,000 and above

THANK YOU FOR BUILDING A STRONGER MIAMI!

**Materials to have available:**
- Brochure
- Did You Knows
- What Your Money Buys
- Regular gift card
- Leadership brochure
- Leadership gift card
- Leadership Registry “Red Book”
- LINC info sheet
- Annual report
- CFE brochure
- CFE Annual report
- CFS brochure
- FamilyWize cards