2022-2023 Campaign Presentation Guide

Your step-by-step companion for presenting an effective campaign

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

Share:
  ▶ Campaign video: Highlight the challenges in Miami-Dade and how United Way is addressing them by showing the campaign video
    ▶ If you have more time, consider using:
      • Testimonial speaker: Introduce [insert name] from [insert place] who’ll share how United Way helped them
      • Personal story: Share a personal story about someone who was directly impacted by United Way

United Way Miami Mission:
Improving quality of life for all by bringing together people and resources committed to building a better community.

Who we serve:
ALICE (Asset Limited, Income Constrained, Employed)*
ALICE families earn above the Federal Poverty Level, yet struggle to cover basic needs including housing, childcare, food, transportation and healthcare.

Who we are:
Note: This is a talking point and not related to a slide.
United Way Miami is a driving force in the community, successfully responding to emerging needs and transforming people's lives. Since 1924, we have worked together with our network of donors, volunteers, and partners, to generate and amplify resources, and advocate for policies that improve the quality of life for all.

We leverage our unique role as convener, strategic funder, service provider, awareness builder, and influencer so that everyone in Miami-Dade has access to quality education and the opportunity to lead healthy and financially secure lives – the building blocks of a thriving community.

* The 2018 report shows that 37% of Miami-Dade households fall into the ALICE category. Another 17% earn less than the Federal Poverty Level. Combined, 54% of Miami-Dade families are barely making ends meet – and that’s pre-pandemic data.
Thousands of families in our community struggle to get by.
So many of our most vulnerable neighbors still struggle. The hardships which have always challenged our community leave much work to be done. Currently, in Miami-Dade:

- 54% of households are in poverty or one emergency away from falling into poverty
- 23% of children in Miami-Dade are living at or below the poverty level
- 47% of seniors have had to visit a food pantry or apply for food stamps
- Over 50% of veterans struggle to find sustainable employment

To change lives, strengthen families and improve our community now and into the future, we will continue to fight for:

- **Education**: helping children and youth reach their full potential
- **Financial Stability**: helping all families pave a path to financial independence
- **Health**: helping everyone lead full and productive lives

**Early Education**

**Through United Way Center for Excellence in Early Education (CFE):**
For 15 years, our United Way Center for Excellence in Early Education has brought together over 100 partners that have made a significant impact on early education.

- 36,077 professionals improved their skills making a difference in thousands of children
- 3,005 early education programs provided quality educational enhancements

**Through United Way's Early Head Start Child Care Partnership:**
The Center (CFE) works with 21 early care and education centers, and family childcare homes, across Miami-Dade to elevate the quality of their infant and toddler programs, and provide for successful transitions through kindergarten.

**School-Aged Education**

**Through United Way's Youth Institute:**
Through our year-long Youth Institute, a program focusing on empowering local youths from at-risk areas, we help students become successful in their careers.

Since its inception in 2016:

- 113 fellows
- 2,836 service hours complete in the areas of homelessness, gentrification, youth gun violence, financial stability, food security
- 90% reported the program opened up job, career, and college opportunities

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1 Based on the latest United Way Report that underscores the importance of United Way’s work in education, financial stability and health. This data, from 2018, does not incorporate the COVID-19 pandemic.
2 Miami Matters 2020
3 Based on survey by the Senior Citizens League (SCL)
4 United Way Miami CI Highlight Report 2020-21
Financial Stability
Through United Way supported programs:

Center for Financial Stability
The United Way Center for Financial Stability provides individuals and families with the resources, services, and support to help meet financial needs and goals.

Since its inception in 2009:
- 37,040 individuals have learned how to budget, manage and save money
- 25,680 individuals have received financial education to help with taxes, savings, employment and debt

Mission United
United Way’s Mission United helps veterans and their families re-acclimate to civilian life in meaningful and supportive ways.
- 1,300 connections providing food to veteran households

Health
Through NAMI (National Alliance on Mental Illness):
This initiative is an important source of help for families of children and adults with mental health issues.

Through SingleCare:
SingleCare is a discount program partner in Miami-Dade that helps people save money on prescription medications.
- $18 million+ in savings
- 230,000 local families and seniors saved on prescriptions since 2007

How to Get Involved:
Join your colleagues, friends and neighbors to build a stronger Miami. Open your heart, give generously and get involved in any of the following ways:

- Make a Donation
  - Gift card or online giving – 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

- Volunteer
  Note: Mention visit VolunteerMiami.org to find the opportunity of your choice

- Join a Giving Community
  - Leadership Circle (send Leadership one pager) – Describe the Leadership Circle and that it’s a $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 three-year step-up program. You commit to the Leadership level of your choice and get there in three year but receive all of the benefits in the first year.
  - Giving Communities – all are described in detail in other materials.
    - LINC (Lead. Impact. Network. Change.) – Millennials under 30, gift of $250 or more
    - Young Leaders – 40 and under, gift of $1,000 or more
    - Men United – Men, gift of $1,000 or more
    - Women United – Women, gift of $1,000 or more
    - Tocqueville Society – Gift of $10,000 or more
Attend an Event
Note: mention the many events that provide networking and social opportunities

Advocate
Note: mention the benefits of becoming a supporter/advocate and the help you will provide to children and families

How to Donate:
- Payroll deduction
- Recurring gift
- One time gift
- Stocks/Bonds
- Real Estate
- Cryptocurrency - unitedwaymiami.org/givecrypto

Let's Build a stronger Miami, together. Without you, we can't help those in need.
- With your generosity, we find the needs in our community
- We address them by working with over 100 programs and initiatives that promote equitable access to quality education, financial security and health, so that every person in Miami-Dade can have a chance
- We unite individuals, employers, non-profits, labor organizations and government agencies, in building a stronger Miami, together

Thank you. Without you we can't make a difference.

Materials to have available:
- Campaign brochure
- What we fight for document
- What your money buys one-pager
- Frequently asked questions
- United Way gift card
- Leadership benefits one pager
- Giving communities one pager
- LINC one pager
- Young Leaders one pager
- Women United one pager
- Men United one pager
- Tocqueville Society one pager
- United Way initiatives one pager
- Services offered brochure
- United Way Annual report
- United Way Center for Excellence in Early Education annual report
- Any additional materials, such as sponsorship brochures, that are appropriate