

Talking Points For the Workplace Campaign Coordinator

- Our company is joining with other employers in our community in sponsoring a United Way campaign, asking our employees to donate to the Piedmont United Way.
- Donations to the Piedmont United Way will support 43 health and human service agencies and programs throughout the five counties of Culpeper, Fauquier, Madison, Orange and Rappahannock.
- You can donate through payroll deduction, which means that a small donation can be taken out of each paycheck so that you can budget your contribution over the whole year.
- If you would prefer, you can also donate by cash, check, credit card, or have United Way bill you at home.
- Whether you give, or how much you give is up to you. We are asking you to consider donating a dollar a week. If you want to give more, of course you can.
- If you want to designate your gift to a particular agency, or United Way focus area, you can indicate that right on the pledge form. United Way honors all designations.
- If you do not designate your contribution, or designate it to the Community Fund, knowledgeable community volunteers will decide how to allocate your contribution based upon a review of community needs and the services that United Way agencies provide to meet those needs.
- United Way focuses its funding on five key areas of service:
 1. Meeting basic human needs such as food and shelter
 2. Supporting and empowering families
 3. Helping children and youth succeed
 4. Providing health care and wellness
 5. Providing adult learning and literacy
- The brochure has a listing of the United Way agencies and the services they provide, as well as some examples of what a contribution of a dollar a week can do.
- You may have, or know someone who has, used the services of a United Way agency. One in five people in our area has used the services of United Way and its Community Partner agencies.
- Please keep the brochure. If you ever need the help of United Way, or know someone who needs United Way's help, contact United Way's First Call For Help number on the brochure (825-7569).
- Please consider making a pledge to the United Way. You can make a huge difference in our community and in people's lives. You also make sure that the services are available if you need them or someone you know needs them.
- You can fill out the pledge form now, or take it with you to think about how much you would like to donate. Please return the pledge form (keep the white copy for your records) by:

THANK YOU!