

United Way Days

October 2016

United Way Days is a fun promotion that provides an alternative way for small businesses to participate in the annual fundraising campaign. You decide on a promotion that works for your business, run the program for a set period, and donate all or part of the proceeds to the United Way. We're there to support you every step of the way!

Why Participate?

By participating in **United Way Days**, you give back to your community by engaging your customers. It's a win-win situation:

- ✓ You offer a promotion that will create awareness of your business as well as encourage sales, and then donate a portion of revenues to United Way;
- ✓ United Way publicizes your promotion in a variety of ways to ensure you succeed, because when you succeed, so do we!
- ✓ Not only will you benefit from the general awareness generated, but your business will also be seen as a "socially responsible" contributor to the community.



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United Way Days Support Materials

Take advantage of these free promotional items to help make your **United Way Days** event a success.

- **United Way Days** posters and flyers.
- Customized posters or table top tent cards to use at your location.
- **United Way Days** buttons.
- United Way balloons and stickers.
- United Way tattoos (temporary).

Four Easy Steps to Participation

1 Create a promotion that will appeal to your customers and that you can easily track.

You'll find a few ideas on the reverse side of this flyer, but don't be tied to these ideas. You know best what will work for your business.

3 Promote, Engage, Promote

Set up the tracking process. Brief your staff and train them to promote, track and report. Consider offering incentives to achieve goals. United Way will develop custom posters or other sales tools for your promotion, and create the awareness you need to succeed.

2 Work with United Way to create your promotion; decide when and how to run it.

Be creative, but be practical with your idea. You will need to track the promotion, so make it easy. Then sign the commitment form and let us know what you're doing so we can help.

4 Wrap Up

At the end of the promotion, provide a tracking report and cheque to United Way Central Alberta for the pledged amount. (Minimum \$250 within 45 days of the promotion ending.)

Why Partner with United Way?

When you choose to partner with United Way, you can be assured that your dollars:

- Stay in Central Alberta – benefiting the communities where you live and work;
- Are distributed by committed volunteers who also live and work here;
- Are allocated to programs that help people change their lives – not just maintain the status quo.

When donations are put into programs that give people a hand up, the changes they make in their lives touch others as well and can lift up the entire community.

Where do your dollars go?

Through continuous research and a deep understanding of the challenges facing Central Alberta communities, United Way believes the best opportunities to change lives rest in the following three priority areas:

- **Education**

Helping kids to be all that kids can be.

Focus includes early learning, literacy, mentoring and healthy development.

- **Income**

Moving people from poverty to possibility.

Focus includes housing, skills training, job placement and financial literacy.

- **Wellness**

Promoting healthy people, strong communities.

Focus includes: family counselling, healthy seniors, and support to overcome mental illness or abuse.

**Sign up to participate in
United Way Days now.**

Call (403) 343-3900 or

Email: jennifer@caunitedway.ca



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United Way Days Ideas

You can be as creative as you like in designing your United Way Days promotion, but keep in mind... it should be easy for you to track. Below are some examples of what others have done.

- Give hungry clients a taste of United Way. Collect proceeds from **RED** menu items like pizza, cupcakes, pasta and **RED** hot wings for United Way.
- Donate a portion of your profits from one day, one week, or even one month.
- Create a special **United Way Days** Menu item.

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United Way
Central Alberta