

**5 DAYS TO
GIVE
UNITED**



Cooke County
UNITED WAY

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Cooke County
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**UNITED IS
THE WAY™
TO HEALTHY
COMMUNITY**



Cooke County
UNITED WAY

**UNITED IS
THE WAY™
TO YOUTH
OPPORTUNITY**



**UNITED IS
THE WAY™
TO FINANCIAL
SECURITY**



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**UNITED IS
THE WAY™
TO COMMUNITY
RESILIENCY**



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5 Days TO GIVE UNITED!

DAY 1

- Send email #1 from the campaign toolkit: How United Way of Norman impacts our community. Includes video #1 (30 seconds)
- Start a fundraiser
- Promotional signage placed (entrance, time clock, break rooms)

DAY 2

- Send email #2 from the campaign toolkit: Your company's culture of giving back to others. Includes video #2 (30 seconds)
- Have fun and build morale with an event to help promote your fundraiser(s)

DAY 3

- Send email #3 from the campaign toolkit: Encourage employees to begin thinking about giving. (Discuss with family, etc.) Includes video #3 (30 seconds)
- Fundraiser(s) continue

DAY 4

- Send email #4 from the campaign toolkit: Ways to give and rally reminder. Includes video #4 (30 seconds)
- Fundraisers should look to conclude on this day.
- Prizes for events and fundraisers should start to conclude on this day, if possible.

DAY 5

- Early morning reminder to all employees of GREAT DAY TO GIVE UNITED!
- Giving Rally!
 - CEO and Campaign Coordinator open meeting and share about the impact of their business and why they support the mission of United Way.
 - United Way Speaker
 - Agency Speaker (optional)
 - Collect pledge cards
 - Prize drawing for those who turned in a pledge card at the rally
 - Group picture for social media



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TOP 10 REASONS TO GIVE TO COOK COUNTY UNITED WAY

10

BECAUSE YOUR GIFT IS 100% TAX DEDUCTIBLE.

9

BECAUSE YOU NEVER KNOW WHEN YOU OR A LOVED ONE WILL NEED THE SUPPORT OF ONE OF THE MANY PROGRAMS PROVIDED BY UNITED WAY AGENCIES.

8

BECAUSE YOU'LL BE ONE OF THE MORE THAN 10,000 IN OUR COMMUNITY WHO DO.

7

BECAUSE WE NEED YOUR HELP.

6

BECAUSE YOU WANT TO MAKE A DIFFERENCE.

5

BECAUSE IT IS THE MOST CONVENIENT WAY TO GIVE TO YOUR ENTIRE COMMUNITY.

4

BECAUSE YOU CARE ABOUT YOUR COMMUNITY AND THE PEOPLE WHO LIVE HERE.

3

BECAUSE WHAT YOU GIVE, YOU ALWAYS GET BACK.

2

BECAUSE WITH YOUR HELP, ANYTHING IS POSSIBLE.

**AND THE #1 REASON.....BECAUSE IT TAKES ALL OF US TO
CHANGE THE WORLD!**