

**TOGETHER,  
WE CAN**

# CAMPAIGN MATERIALS AND RESOURCES

Running a campaign should be fun and easy. Here are tools, resources, and materials to help you out.



**TOGETHER,  
WE LIVE UNITED.**

United Way has been improving lives and strengthening our community since 1923. Nearly 100 years later, our commitment remains, as we strategically respond to the unique challenges of our time.

Our world looks different than anyone imagined a few years ago. Whether it's global crises, COVID's economic impact, or rising costs and inflation – it's a challenging time. Today, many in our community are struggling more than ever.

29% of hardworking Arkansas households have incomes which exceed the Federal Poverty Level, but are not high enough to cover their basic needs. We call them ALICE: Asset Limited, Income Constrained, Employed. You know ALICE as the proud, hardworking people who are essential to our everyday lives, caring for and educating our children, maintaining our infrastructure, and making sure there is food on the shelves of our local grocery stores.

We rely on ALICE, and yet ALICE is too often making critical sacrifices to make ends meet. That's why United Way steps up for ALICE, wherever needed.

We're providing help and hope where it's needed most. We're investing in the children in ALICE families, providing tutoring, mentoring, literacy resources and access to STEM education. From meeting immediate needs to help families stabilize, to investing in long-term solutions like job skills training, higher education support and wraparound case management, together we're putting people on a pathway to success.

We're a vital force in building a strong, equitable community where everyone can thrive. We help people invest in local solutions to make life better for our neighbors. We're driven by a belief that people want to help each other, and an understanding that education, financial stability, and health are the cornerstones of a good life. But we don't do this work alone. We unite regional nonprofits to work together effectively and collectively. We leverage the commitment of our partners, the generosity of our donors, and the willingness of our volunteers to make our community stronger for everyone.

Together, we can make a difference.  
Together, we can Live United.

heartaruw.org @heartaruwfacebook @heartaruwtwitter

**17,000**  
children accessed academic supports including tutoring, mentoring and educational resources

**10**  
local programs empowered 2,000 individuals and families to remove barriers and find a pathway toward stability through United Way investment

**2000+**  
people received low- or no-cost mental health counseling and crisis intervention services

**\$1.2 million**  
invested in improving lives and community



**TOGETHER, WE CAN**



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**LIVE UNITED** PLEDGE FORM  
United Way  
Heart of Arkansas  
United Way

Your gift to United Way will help us fight for the education, financial stability and health of every person in our community.

Mr/Ms/Ms/Dr First Name MI Last Name Suffix  
Home Address City State ZIP  
Phone  Call  Home  Work Email Address  Personal  Work  
Company  
 I have donated to United Way for 10 years or more, when \_\_\_\_\_ (approximate year) as a Legal Contributor.

**PAYMENT METHOD**

Payroll Deduction  Direct GIFT  
 Debit  \$50  \$25  \$10  \$5  Other: \$ \_\_\_\_\_ per pay period  
 Debit \_\_\_\_\_ of my salary: \$ \_\_\_\_\_ each pay period (see back)  
 Number of annual pay periods:  12  24  36  48  
 My total payroll deduction plan(s): \$ \_\_\_\_\_  
 My gift:  \$1,000  \$500  \$200  \$100  Other: \$ \_\_\_\_\_  
 Enclosed cash or check (payable to Heart of Arkansas United Way)  
 Charge my credit card: For your security, call Heart of Arkansas United Way at 501.376.4567 or go to www.heartaruw.org and click on CARD NOW.

**LEADERSHIP GIVING**

Leadership Gifts to United Way are \$1,000 or more per year, or just \$20 per week. Your gift can be combined with your spouse's to qualify, and gives you the opportunity to join one of our Leadership Giving Groups. Please choose the group(s) you and/or your spouse are interested in learning more about (check below).

Spouse's name \_\_\_\_\_ Spouse's Gift \$ \_\_\_\_\_ Employer \_\_\_\_\_  
 My/our names may be published as follows:  I prefer that my gift remain anonymous.

Women United\* connects women from across our community who are committed to philanthropy, networking, and action.  
 Continue United members are 55+ older, and wish to stay active and engaged in our community while contributing their time and talents.

**OPTIONAL: Please check my gift to the following (check all that apply)**

I want United Way to invest my gift in the **COMMUNITY INVESTMENT FUND** for the greatest impact. \$ \_\_\_\_\_  
 I want to invest in one or all of United Way's Focus Areas:  **OPTIONAL: I want to designate \$ \_\_\_\_\_** to an agency or other United Way.  
 EDUCATION \$ \_\_\_\_\_ Agency Name \_\_\_\_\_  
 FINANCIAL STABILITY \$ \_\_\_\_\_ Address \_\_\_\_\_  
 HEALTH \$ \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 I authorize United Way to release my name to this organization.

**SIGNATURE REQUIRED:** \_\_\_\_\_ Date: \_\_\_\_\_

We'll hold the name of our donor(s) in the strictest confidence by the law. Please do not give us incomplete. Heart of Arkansas United Way does not provide goods or services in exchange for your donation. Please have a copy of this form for your personal files. Top Right: Pledge Form Address Only (Check Box), Bottom Right: Logo

## OUR WEBSITE: HEARTARUW.ORG

Learn more about United Way and how to get involved in our work.

## ONLINE TOOLKIT: HEARTARUW.ORG/CAMPAIGN-TOOLKIT

Here's just a sample of what's available in the campaign toolkit. Many of the print pieces are available from United Way. Just ask your United Way Account Manager for copies.

- **Campaign Materials** - Campaign brochure, campaign poster, virtual special event ideas and volunteer opportunities, and more!
- **Logos** - Download our United Way logo to add to your internal communication, or to show your support publicly on your website or social media presence.
- **Sample Emails** - Build your message to employees from our templates.
- **More about United Way** - Learn more about our work in education, financial stability, and health, and how we've supported those most impacted by COVID-19.

## BUY ONLINE: UNITEDWAYSTORE.COM

Looking to order custom products to add some pizzazz to your campaign? You can find a variety of promotional items and United Way branded apparel at unitedwaystore.com.