

Keep this message guide in your wallet or briefcase. It will come in handy whenever you're asked to say a few words about United Way.



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**GIVE. ADVOCATE. VOLUNTEER.**  
UnitedWay.org

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**SAY A FEW WORDS**  
— OUR MESSAGE PLATFORM



#### UNITED WAY MESSAGE PLATFORM

In order to recruit people and organizations and invite them to be a part of the change, we must speak with a unified voice. The messages that make up the United Way message platform have been rigorously tested with consumers to clearly bring our invitation to the world.

**United Way advances  
the common good.**

**Our focus is on  
education, income  
and health – the  
building blocks for a  
good quality of life.**

**United Way  
recruits people and  
organizations who  
bring the passion,  
expertise and  
resources needed  
to get things done.**

**We invite you to be a  
part of the change.  
You can give, you can  
advocate and you can  
volunteer.**

**That's what it means to  
LIVE UNITED.**