

Talking Points for UWGK 2022 Campaign

Here are some specific “sound bites” or messages that you may want to use during the 2022 campaign. Additionally, refer to the evergreen UWGK key messages that can be downloaded from this page on our website: <https://www.uwaykpt.org/workplacecampaign>. [All campaign materials are available at www.unitedway.org/2022campaign](http://www.unitedway.org/2022campaign).

- *Together, we can make a difference. United We're Strong!*
- *“United We're Strong” – these are the words of United Way. But these words are more than just words. They shape the essence of our work. They are witnessed in the powerful, enduring spirit of our community – a community that continues to reach out to help our neighbors in need.*
- *We believe, and you have affirmed, that together we can make a difference.*
- *But there is still more to do. Needs have been compounded by the challenges of Covid, and now by housing availability and rising costs. Your gift is needed more than ever to support individuals across our community.*
- *Your gift helps the United Way of Greater Kingsport to fight for the health, education and financial stability of every person in our community.*
- *[Feel free to share any of these specific examples or put into your own words]*
 - *- Your gift supports our fight for the physical, mental, and emotional health of everyone in our community. Individuals like Floyd (p. 3) are celebrating life and health today because of help they have received from member agencies.*
 - *- Your gift helps provide a path forward for those who are experiencing difficulties - no homes, no jobs, no help, and no hope. Self-sufficiency, financial stability, and hope for a bright future are now realities for Terri (p. 4) and others.*
 - *- Your gift undergirds our fight for children and youth of all abilities to be successful and prepared for life. Many, like Riley (p. 5), have excelled through opportunities for growth and development – physical, emotional, social, cognitive, and behavioral.*
- *Will you join us this year? You can give online or set up a recurring payment at www.uwaykpt.org/give. Thank you in advance for helping those who need help.*
- *Together, we can make a difference.*
- *United We're Strong!*