

United Way of Greater Kingsport – Key Messages

The United Way of Greater Kingsport has “Key Messages” designed to assist individuals who are describing our organization’s vision, mission, and work in order to make a compelling case for community support. We encourage you to use these key messages as you are sharing the United Way story across our community:



VISION: A BETTER LIFE FOR ALL where everyone in our community has an opportunity for a quality education, financial stability, and good health.

Imagine a community that fosters hope and opportunity for everyone. . .

- Where all children receive a quality education that offers a pathway to a brighter tomorrow.
- Where the cycle of poverty and financial dependence ends, and productive livelihoods begin for even the most disadvantaged.
- Where everyone receives effective healthcare that improves quality of life.

We WIN by living United.

MISSION: TO IMPROVE LIVES by mobilizing the caring power of the community to address local health and human services needs effectively.

To do this, we will. . .

- Drive and inspire community change for a **better tomorrow**.
- Drive community change by mobilizing the caring power of the community to **give, advocate, and volunteer**.
- Keep **local dollars local**.
- Inspire hope and action by inviting all to be a part of **positive, sustainable change** in the community.
- Bring together people and organizations from across our community to create long-term, lasting change that produces **healthy, well-educated, and financially stable individuals and families**.
- Raise, invest, and leverage funds to create and maintain innovative programs and initiatives to generate **sustained community impact**.
- **Hold ourselves accountable** to this cause through our steadfast commitment to continually measure—in real terms—improvement in education, income, and health.
- Hold ourselves to **the highest standard** in how we spend donor dollars, soliciting community input and being good financial stewards.

ELEVATOR SPEECH: United Way works to advance the common good by focusing on the three building blocks for a good quality of life—education, income, and health. We bring together the people and organizations from all across our community who have the passion, expertise, and resources needed to get things done. We invite you to be part of the change. You can give, you can advocate, and you can volunteer. That’s what it means to LIVE UNITED.

TALKING POINTS:

Brand Position: United Way fights for the health, education, and financial stability of every person in our community.

Goals: Our focus is on education, income, and health because these are the building blocks for a good quality of life.

Role: We bring together the people and organizations from all across our community who have the passion, expertise, and resources needed to get things done.

Portray the Role: We invite you to be part of the change. You can give, you can advocate, and you can volunteer. That's what it means to LIVE UNITED.

SOUND BITES:

- United We're Strong
- Change Doesn't Happen Alone
- United We Fight, United We Win.
- We fight for the health, education and financial stability of every person in our community.
- Our mission is to IMPROVE LIVES.
- Together, we Live United.
- We are more than the fundraisers. We are the hand-raisers, the game-changers.
- We create long-term, sustainable change in community conditions by addressing the root causes of problems.
- We invite you to be part of the change.
- United Way helps create A BETTER LIFE FOR ALL where everyone in our community has an opportunity for a quality education, financial stability, and good health.
- United Way works to advance the common good by focusing on the three building blocks for a good quality of life—education, income, and health.
- United Way brings together the people and organizations from all across our community who have the passion, expertise, and resources needed to get things done.
- We surround a community's most critical problems – and we fight.
- A community of connected individuals, all people united and working together for the benefit of all, is at the heart of what United Way represents.
- Together, we can accomplish more than any single group can on its own.
- We're all interconnected
- Local dollars stay local. Your donation impacts organizations in people in our community.
- Funds are allocated by volunteers just like you.
- United Way drives and inspires positive community change for a better tomorrow.
- Your pledge is driving results.
- Our story is about community change, not charity.

KEY WORDS:

- IMPROVE LIVES
- LIVE UNITED
- UNITED WE FIGHT
- UNITED WE WIN
- DRIVE AND INSPIRE COMMUNITY CHANGE
- GIVE, ADVOCATE, VOLUNTEER