



# Build action into United Way's brand

Susan Gray, Loretta Casarez, and Joselyn Hilton (l to r), from Kemper Services Group in Salem volunteer at the Salvation Army as part of the 2012 Day of Action.

**LET'S START WITH FIVE REASONS TO BRING UNITED WAY TO YOUR WORKPLACE**

1 You'll energize and engage employees as they help the community 2 We provide training and leadership for your campaign 3 You can maximize your donation dollars and support worthy agencies and causes 4 It's easy for your employees to give through payroll deduction 5 Everyone can choose where their donation will be put to work

**LIVE UNITED TO THE POWER OF 5**

possible for teens to support their campaigns.

**WE'LL HELP YOU MANAGE YOUR WORKPLACE CAMPAIGN**

- Labeled Executives are trained to support your campaign every step of the way.
- We provide your Employee Campaign Coordinator with training and support for a successful campaign.
- We accurately and efficiently process your employee's donations, providing appropriate recognition while protecting privacy.
- We provide campaign materials and pledge forms.

**LOANED EXECUTIVES**

Loaned Executives (LEs) are the liaison between United Way and businesses. They work a flexible schedule during the key campaign period October through the second week of December.

**AN OPPORTUNITY FOR YOUR HIGH-POTENTIAL EMPLOYEES**

Our LE program can give your high-potential employees exceptional experience and training in business planning, project management, customer relationship management, public speaking and sales presentations. Schedules and time commitments are flexible. If you commit a staff person to the LE program, we'll ensure their workload fits their schedule.

**JOIN WITH OTHER BUSINESS LEADERS**

United Way campaigns are good for business and good for our community. Contact United Way of the Mid-Willamette Valley to bring a United Way campaign to your workplace.

(503) 363-1651 [UnitedWayMWV.org](http://UnitedWayMWV.org)  
[@UnitedWayMWV](https://www.facebook.com/UnitedWayMWV) [@UnitedWayMWV](https://twitter.com/UnitedWayMWV)  
 Tweet your news with #unitedthepowerof5  
[livesunited@UnitedWayMWV.org](mailto:livesunited@UnitedWayMWV.org)

**GIVE 5 DOLLARS**  
**TELL 5 FRIENDS**  
**GIVE 5 HOURS**  
**JOIN 5 PEOPLE**  
**THEN ADD 5**

Henry (7) and Eryn (5) Baker have pledged to Live United to the Power of 5.

**HERE'S HOW YOU CAN CHANGE 5, 50 OR 500+ LIVES WITH THE POWER OF 5**

**HERE ARE 5 WAYS GIVE 5 DOLLARS**  
 Your \$5 a week, \$5 a month or \$5 per paycheck will change lives. **TELL 5 FRIENDS** 5 to the power of 5 means 3,125 people will know how to help. **GIVE 5 HOURS** So many worthy causes need your time. **JOIN 5 PEOPLE** Volunteer with friends. **ADD 5 MORE** Give another \$5 or 5 hours, ask 5 to give. More and more lives changed. Join us!

**LIVE UNITED TO THE POWER OF 5**

United Way of the Mid-Willamette Valley

**GIVE 5 DOLLARS** **TELL 5 FRIENDS** **GIVE 5 HOURS** **JOIN 5 PEOPLE** **THEN ADD 5**

Thank to the President's Leadership Council for funding campaign communications like this brochure.

**LIVE UNITED TO THE POWER OF 5**

possible for teens to support their campaigns.

**5, 50 YOUR DONATION\* WILL MAKE A DIFFERENCE**

\*Based on 28 payroll deductions over a year

**\$5** provides home dental care kits for 26 low-income children.

**\$10** buys a one-month bus pass for 13 people with disabilities.

**\$15** provides more than 1,000 nutritionally sound meals to hungry families.

**\$20** makes an emergency payment to keep the power on for a family of 5.

**\$25** delivers an emergency gas voucher to 26 families.

**\$50** gives early learning development assessments to all children.

**WE'VE MADE IT EASY TO GIVE**

1. Give online on our website, [UnitedWayMWV.org](http://UnitedWayMWV.org). We've made it easy with just a few clicks.
2. Be part of your workplace campaign. Fill out a pledge form.
3. Join with others to give your time and expertise.
4. Set up a monthly gift on your credit card, you'll earn the point!
5. Volunteer for a Day of Caring... we'll tell you where we need volunteers.

**TAKE ACTION—LIVE UNITED TO THE POWER OF FIVE**

When you give to United Way, each gift is added to so many others to increase the impact to your community. When you give to the Power of 5, you multiply the difference you'll make and the lives you will change. Join us!

Contact United Way of the Mid-Willamette Valley to give, ask a question, or join us!

(503) 363-1651 [UnitedWayMWV.org](http://UnitedWayMWV.org)  
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 Tweet your news with #unitedthepowerof5  
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**GIVE 5 DOLLARS** **TELL 5 FRIENDS** **GIVE 5 HOURS** **JOIN 5 PEOPLE** **THEN ADD 5**

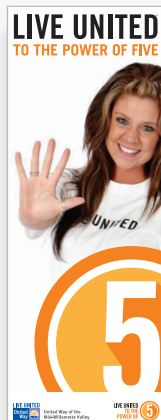
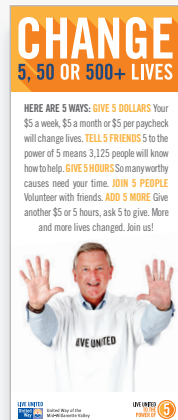
With a new Executive Director, the Mid-Willamette Valley United Way wanted a boost in messaging, visibility and action. We chose to add "The Power of 5" to the well-recognized LIVE UNITED theme. Photos of familiar community members and specific ways to participate inspired engagement and giving.

Following established brand standards, we created a messaging platform and visual system to connect all communications. These two flyers targeted to employers and donors told how each could be involved and why it was important.



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"Adding action to the LIVE UNITED theme was a way to create new attention to the campaign. We followed United Way brand standards to build an integrated campaign."

—Jennifer Larsen Morrow  
President, Creative Company, Inc.

^ From a kickoff invitation to pull up banners, to PowerPoint, bus posters and Facebook banners, we built the elements for an integrated campaign that engaged viewers and inspired response.

**BUSINESS MARKET** A regional United Way in Oregon, serving Marion, Polk and Yamhill counties  
Employees, employers, community members and potential donors

## The Power of 5 made it simple to get involved

### CHALLENGE

Rebuilding after a rocky few years, the challenge was to bring the community together and create a higher level of visibility and commitment. Engaging major employers to bring the campaign to employees, and motivating large donors to become members of the President's Leadership Circle were essential. Telling the United Way story in local communities and capturing attention throughout the region were the goals



### STRATEGY

A more specific, actionable message was created around the Power of 5. Layered with the national LIVE UNITED theme, we identified 5 ways to participate. We emphasized how a small amount could make a difference. Give 5 dollars; Tell 5 friends; Give 5 hours; Join 5 people; then add 5 were specific calls to action supported by photos of community leaders holding up 5 fingers, or 5 dollars or a hammer.

### RESULTS

The 2013 campaign saw a significantly higher level of both giving and engagement from the community, employers and employees. And it continues to grow.

