

MY COMMUNITY. MY COMMUNITY FUND. 2012 CAMPAIGN ACTIVITY

OVERVIEW:

The My Community. My Community Fund. activity is an interactive way to show people the meaningful results of their support and engage them in giving. It will help your group understand how gifts to United Way's Community Fund join together to make a more powerful chunk of change, directly impacting people in our community.

Please note—this activity may be led by a United Way campaign associate, workplace campaign coordinator or other staff lead. If you are hosting the activity without a United Way campaign associate, please use the talking points below as a guide for explanation.

MATERIALS INCLUDED:



Five \$500 bills



Power Point Presentation with ten examples of people in need
(color-coded by impact area)

DIRECTIONS:

1. In advance of your presentation, select five volunteers to participate in this activity. Give each volunteer a \$500 pledge bill and ask each of them to choose one of the ten scenarios to support with their dollars. Explain to them that they can only choose one.
2. Project the Power Point presentation onto a large wall or screen in your meeting space.
3. Begin the presentation by asking your group to quietly consider whom they would help with \$500.
4. Advance the slides of the presentation and reveal the ten scenarios of people in need, announcing each one as they appear.
5. Next, call on the five volunteers you pre-selected and ask them to stand one at a time, and announce which scenario they would support with their \$500. Ask them each to hold up the \$500 pledge bill so others in the room can see.
6. Remind your audience that these five volunteers had to make a difficult decision: they had to choose to help only one person, and to *not* help others in need. Read each remaining scenario aloud to the group to point out who hasn't been helped in our community.
7. Ask your group to consider how the people in the remaining scenarios might not receive the help they need, and how this could affect our entire community.
8. Time to announce the good news! Advance the animation of the presentation to reveal the "United Way Community Fund" graphic above all of the situations. Share the following information with your group: When you donate to United Way's Community Fund, you don't have to choose which people or which cause to support. The Community Fund uses your donation to support programs that help people right here in Rochester according to what our community needs now. These programs solve our community's most critical challenges in the best possible ways. Give to the Community Fund this year.
9. Advance to the final slide of the presentation and conclude the activity. You might consider ending with a group discussion of how your gift to the Community Fund helps make early childhood more enriching, students more successful, old age more of a golden age, disabilities less debilitating and crisis less frightening. You can also share how, together through the Community Fund, we can make great change for Rochester, and how United Way uses our collective gifts to fund programs according to what our community needs now, helping to make it a better, more vibrant place for everyone to live.