

## **Newsletter Story Ideas to Enhance Your United Way Campaign**

- **Use the new LIVE UNITED theme to share how employees throughout your company give, advocate and volunteer to make a difference in their community.**
- **Feature employees who volunteer for the United Way or one of its partner provider agencies.**
- **Interview a Loaned Executive**
- **Interview a co-worker who has participated in United Way's Funds investment process.**
- **Feature an employee at your company who has benefited from services at a United Way agency**
- **Solicit and publish quotes from past contributors: "Why do you give?"**
- **List information on United Way partner agencies and what programs/services they provide.**
- **Reprint messages from labor leaders, management, or anyone else with strong United Way ties, connections, or convictions.**
- **Highlight groups or individuals touring United Way agencies**
- **Create a special "United Way of Racine County" newsletter edition, eNewsletter, brochure or payroll stuffer.**