Develop a Plan for Strategic Philanthropy

A plan based on your core values and concerns can help your organization present a strong, socially responsible message to your employees and your clients.

- Hold a Community Investment Workplace Campaign! Give your employees the opportunity to GIVE where they LIVE.

- Encourage staff to join a United Way Impact Council and get involved in exploring the deeper issues of our area’s Health, Education, and Financial Stability concerns.

- Let us help you coordinate employee groups to volunteer at a local non-profit.

- Become a United Way board member. Shape the direction of our work.

- Help us research and advocate for a cause you are passionate about.

- Donate to organizations who work to promote social justice.

- Join a Community Investment Panel, and help United Way allocate donations to strong, local programs.

- Sponsor an Event—associate your business with the good works of strong area service providers.

There are so many reasons to get your company involved with United Way...

Being engaged with a good cause with visible results boosts employee morale—they can feel positive knowing their contributions, no matter the size, are all working together to help others right in their own backyard.

From a business perspective, 87% of the general public are more likely to switch from one product or service to another if the other product or service is associated with a good cause.

Consumers are highly attracted to companies that are active and support giving/volunteering. Consumers are also likely to remain loyal when they know a company is perceived as a civic-minded corporate partner and community leader.

Please let us know how we can help you strengthen you business’ visibility in our community as a leader in the workplace; to improve lives and Advance the Common Good.