



UNITED WAY'S ANNUAL BUSINESS BLITZ CHALLENGE



YOUR BUSINESS IS BEING CHALLENGED TO DONATE TO UNITED WAY IN THE MONTH OF JUNE!

2023 CHALLENGER
CENTENNIAL BANK

CAUSE BRAND MARKETING WITH UNITED WAY IS A SMART INVESTMENT. EASY PROMOTIONS. QUALITATIVE REFERRALS. IMPACTFUL DONATION!

There has never been a time where community support and financial resources have been more critically needed. **United Way of Hernando County & Centennial Bank CHALLENGE** you to support their efforts in mobilizing resources for local unmet needs. This is with a heavy focus on financial sustainability for households, access to quality care, basic needs & food, and mental health services. Donate now to help United Way reach their **matched** goal of \$10,000 in **June!**

\$10,000 GOAL

CENTENNIAL BANK IS DOUBLING YOUR BUSINESS DONATION TO UNITED WAY!

- By "Accepting the Challenge" your business will be recognized as an official United Way Preferred Partner year-round! UnitedWayHernando.org/Preferred-Partners
- Direct Business Referrals
- Social Media recognition & promotions
- Special video interview to highlight your business
- Recognition through PSA's & media outlets
- Product/service mentions on radio announcements
- Logo included in Thank You ad & Annual Report



DO YOU ACCEPT THE CHALLENGE?

- Mail or deliver your contribution and this attached slip to United Way (4028 Commercial Way, Spring Hill, FL 34606)
- Or make a donation online! Visit UnitedWayHernando.org/Challenge



BUSINESS: _____

NAME: _____ EMAIL: _____

BUSINESS WEBSITE: _____

CONTRIBUTION AMOUNT: ☐ \$50 ☐ \$100 ☐ \$500 ☐ \$1,000 ☐ Other _____

REFERRED BY: _____

**Must be submitted by June 30th
Generously matched up to \$5,000



BUSINESS BLITZ CHALLENGE



MARK YOUR CALENDAR! JUNE 1ST - JUNE 30TH

"CAUSE BRAND MARKETING" HELPS DRIVE PURCHASES AND PARTNERSHIPS



ACCEPT THE CHALLENGE TODAY & HAVE YOUR DONATION TO UNITED WAY DOUBLED! Become a Preferred Partner!



Effective cause-marketing allows brands to **connect with their target audience through shared values** by supporting a worthy initiative or organization. Companies are aware that through the consumers eyes **"who they are" is becoming just as important as what they are selling**. Now, more than ever aligning with a cause is translating into purchasing. This rapidly changing environment calls for creative, **brand-aligned partnerships** to generate positive PR for your business. A recent study shows that...



70%

of consumers want to know how the brands they support are addressing social or environmental issues.



91%

of customers reported they were likely to switch to a brand that supports a good cause, given similar price and quality.



Preferred Partners

THANK YOU TO THOSE WHO ACCEPTED 2022'S CHALLENGE



LIVE UNITED

United Way of Hernando County

I would like more information on the **Community Challenger Centennial Bank!** ☐ Yes

4028 Commercial Way, Spring Hill, FL 34606

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