



UNITED WAY'S ANNUAL BUSINESS BLITZ CHALLENGE



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



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!



CENTENNIAL BANK IS CHALLENGING YOUR BUSINESS TO DONATE TO UNITED WAY! ALL DONATIONS WILL BE MATCHED 100%

- By "Accepting the Challenge" your business will be recognized as an official United Way Preferred Partner thanks to your support! 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



SCAN TO DONATE

BUSINESS: _____

NAME: _____ EMAIL: _____

BUSINESS ADDRESS: _____

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!



REASONS TO GIVE

This rapidly changing environment calls for creative, brand-aligned partnerships to generate positive PR for your business. Customers and employees are seeking ways to make a difference and take pride in being a part of the solution, and companies are aware that through the consumers eyes "who they are" is becoming just as important as what they are selling. A recent study shows that...



willing to pay extra for products from companies that support positive causes.



pay close attention to these efforts when making purchase decisions.



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



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



Effective cause-marketing allows brands to connect with their target audience through shared values by supporting a worthy initiative or organization. Now, more than ever aligning with a cause is translating into purchasing.



ACCEPT THE CHALLENGE TODAY & DONATE TO UNITED WAY. Help us help YOU with your cause-brand marketing.

THANK YOU TO UNITED WAY'S 2023 CHALLENGER!



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

Phone: 353-688-2026 | Fax: 352-688-8336 | UnitedWayHernando.org