

UNITED WAY'S ANNUAL BUSINESS BLITZ CHALLENGE



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

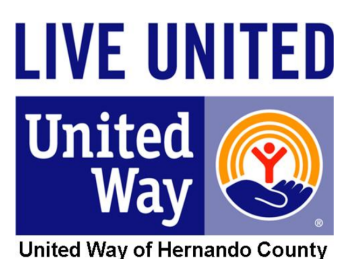


CAUSE BRAND MARKETING WITH UNITED WAY IS A SMART INVESTMENT. EASY PROMOTIONS. QUALITATIVE REFERRALS. IMPACTFUL DONATION!

There has never been a time where community support and financial resources have been more critically needed. United Way of Hernando County & Carter Foreman 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!

CHALLENGER CARTER FOREMAN ATTORNEYS AT LAW 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?



SCAN TO DONATE

- 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 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...

- 70% of consumers want to know how the brands they support are addressing social or environmental issues.
- 46% pay close attention to these efforts when making purchase decisions.
- 91% of consumers reported they were likely to switch to a brand that supports a good cause, given similar price and quality. 19% will even buy a more expensive brand!



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 2022 CHALLENGER!



THANK YOU TO THOSE WHO ACCEPTED 2021'S CHALLENGE



United Way



LIVE UNITED

United Way of Hernando County

I would like more information on the **Community Challenger Carter Foreman!** Yes

4028 Commercial Way, Spring Hill, FL 34606

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