

HEART CLUB SPEAKING OUTLINE



Here is a general outline about Heart Club for you to use as you speak to your coworkers at your Heart Club Events. Fill in the company specific areas with your own information.

Welcome

Thank You (be sure to thank your co-workers for their past support of United Way)

Facts About United Way (can use brochure to illustrate these points)

- Your gift stays local, benefitting 25 communities in four counties: Lincoln, McCook, Minnehaha and Turner.
- You're helping to fund 97 programs through 50 different agencies.
- 1 in 3 people in our community are touched by SEUW partner programs.
- More than 90% of your contribution goes directly to services, one of the lowest overheads among all United Ways raising \$1 million or more.

Facts About Heart Club

- With a gift of \$500 or more, you can join over 6,700 Heart Club members (49% of campaign dollars come from Heart Club members).
- Heart Club membership breaks down to less than \$10/week.
- A Heart Club gift is equal to a meal out or seeing a movie.
- Givers can combine their pledge with their spouse's to reach Heart Club membership (need to notify employer and United Way of intention to combine gifts).
- Your Company's Heart Club (# of members, total Heart Club dollars, etc.)

Rising Heart

- Rising Heart is an opportunity to set a plan to get to the Heart Club level in 5 years starting with a minimum of a \$250 gift.

Heart Club Recognition

- Members have opportunity to receive a plaque from United Way recognizing their support.
- Members are included in listing of Sioux Empire United Way's Heart Club book each fall.
- Any Company incentives for Heart Club membership.

Share a Story/Testimonial

- Why do you choose to be a Heart Club member

Ask

- Share any company goals around Heart Club.
- Ask your coworkers to consider joining the Heart Club this year with a pledge of \$10/week

Thank You

- Remember to thank them for their time and support of United Way