

UNITED WAY MESSAGE ROLE PLAYING EXERCISE

Using the elevator speech and the example you've just seen, it's your turn to create and tell your United Way Community Campaign story.

Follow the steps and time allocated below:

- **5 minutes:** Prepare to give your talk.
- **10 minutes:** Pair off and take turns practicing your talk. Pretend you are explaining to a co-worker what United Way does and why he/she should participate in the campaign with a gift to United Way *Community Investment*.

Questions to think about as you prepare your talk:

- What does United Way do?
- What does it mean to LIVE UNITED?
- What's special about the United Way Community Campaign?
- Why choose United Way *Community Investment*?

Questions to think about after you leave today:

- Do you have a personal story you can share? Has a United Way or Community Health Charities partner agency helped someone in your family?
- Do you support *Community Investment* with your own pledge? If so, why? If not, will you reconsider after today?
- What parts of the talk were hardest for you? Is this something you'd like to discuss with a United Way representative?

We are here for you! We can provide experts and resources to make your job easier. Visit unitedwayinc.org and click on the Campaign Toolkit for stories, speaking points, Coordinator TV, a list of partner agencies, and more.

THANK YOU!