

Benefits of Running a United Way Campaign

When you give through the United Way, your donations go towards funding the most critical health and human service needs that improve the quality of life for residents of Montgomery, Greene and Preble Counties.

But what are some of the other benefits to your company when you run an employee campaign for United Way?

- **Agency Education:** Many people are unaware of the programs that our network of agencies provide to all residents in the tri-county area. Running a campaign will allow for an easy way to convey this message and expose them to resources they may have never known about.
- **Community Volunteer Opportunities:** United Way coordinates local volunteer opportunities for 82 Partner Agencies, as well as other nonprofit organizations.
- **Improved Customer Relations & Loyalty:** Market research shows that customers are more likely to purchase goods and services from organizations that support their local community.
- **Community Relations/Enhanced Corporate Image:** Supporting the United Way shows that your organization provides more than a product or service - it provides support for the local community as well.
- **Improve Stakeholder Relations/Recognition:** A visible interest in the region's capacity to maintain a network of health and human services can enhance relationships with your stakeholders and other community leaders. All donors to the United Way campaign have the option to be recognized in the local media and our Report to the Community.
- **Enhanced Employee Relations:** Running a campaign can humanize the corporate machine as employees work to better their community instead of just the company. Participation in a campaign committee can help build teambuilding skills and boost morale as employees learn to set goals and achieve positive results.
- **Financial Benefits:** Companies and employees can receive tax deductions/credits from charitable giving.

For more information about
United Way of the
Greater Dayton Area visit
www.dayton-unitedway.org.



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