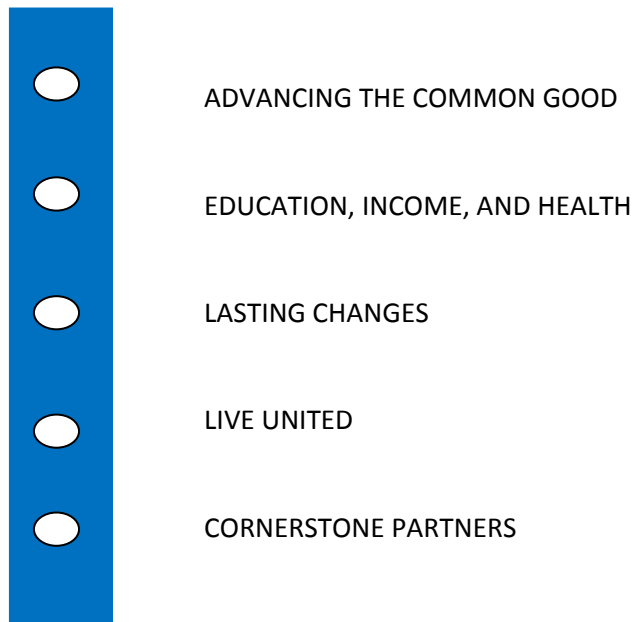




United Way of the  
Columbia-Willamette

# LIVE UNITED

Our communication strategy has five key message drivers or dots to connect.



ADVANCING THE COMMON GOOD

EDUCATION, INCOME, AND HEALTH

LASTING CHANGES

LIVE UNITED

CORNERSTONE PARTNERS

## KEYMESSAGES AND MESSAGE SUPPORTS

### WHAT WE DO: ADVANCE THE COMMON GOOD

Advancing the common good means **creating opportunities for a better life for all.**

- When we reach out a hand to one, we influence the condition of all.
- We all win when a child succeeds in school, when families are financially stable and when people have good health.
- These results/changes have benefits that ripple out to the community as a whole.

### HOW WE DO IT IS BY FOCUSING ON: EDUCATION, INCOME, & HEALTH

These are **basic things that we all need for a good life:** a quality education that leads to a stable job, income that can support a family through retirement, and good health.

- United Way is focused on the building blocks for a better life:
  - Education – Helping Children and Youth Achieve Their Potential
  - Income – Promoting Financial Stability and Independence
  - Health – Improving People’s Health



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## WHY IS IT IMPORTANT: WE ARE CREATING LASTING CHANGES

Our goal is to create **long-lasting changes** by addressing the underlying causes of problems.

- We don't just address the symptoms of a problem. We go deeper to get at the underlying causes.
- We try to make system changes that prevent problems from happening in the first place.

## WHAT CAN YOU DO ABOUT IT: LIVE UNITED

**Living united means being a part of the change.**

- It takes everyone in the community working together to create a brighter future.
- Together, we can accomplish more than any single group can on its own.
- Give. Advocate. Volunteer. LIVE UNITED.

## CORNERSTONE PARTNERS

**100% of your gift will be invested** in our local community, thanks to United Way Cornerstone Partners who cover our overhead expenses.