

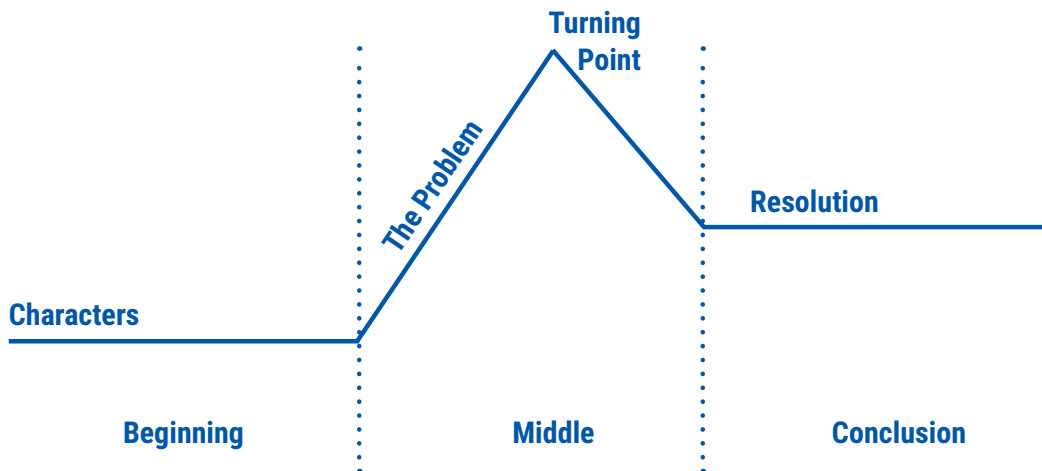
STRUCTURING YOUR STORY

PURPOSE

To share why United Way is important to our community and inspire the audience to give.

KEY MESSAGES

- **2021 Campaign Theme: *Inspiring new stories every day.***
- United Way is celebrating its 75th Anniversary in 2021. It's mission of *Giving • People • Hope* remains as relevant today as it did in 1946.
- Giving to United Way is the easiest way to help the most people in our community.
- The success of United Way comes from the collective power of people all across the community joining together to make an impact.
- At the heart of United Way, is a belief in the power of education as the key to achieving independence and self-sufficiency.



STORY STRUCTURE

CHARACTERS

THE PROBLEM

TURNING POINT

RESOLUTION