



# Make YOUR Impact

## Partner with United Way of Cecil County

2009 - 2010 CAMPAIGN

How can you partner with the United Way?

- A Workplace Campaign
- Corporate Gift
- A Sponsorship

### HOW TO LIVE UNITED

Join Hands

Open Your Heart

Give 10%

Give 100%

Give 110%

Inspire Hope

Think of me before me

## Workplace and corporate giving to United Way has been a Cecil County tradition since 1973.

More individuals and businesses chose to make their charitable impact through United Way of Cecil County than any other local non-profit. Why?

Because United Way is proven as the most effective, trusted, efficient community partner, bringing neighbors and resources together to improve lives in Cecil County.



**How to Live United**  
**Give. Advocate. Volunteer.**

### GIVE...WHERE YOU LIVE

The workplace campaign is an easy and powerful way to invest in your community even if you work in another county. Your dollars go to work addressing critical needs right here in Cecil County.

Our Mission is to create long lasting changes that prevent problems from happening in the first place.

## Why should you partner with United Way?

We need your help now, more than ever. There are more people struggling in our community now than ever before.

Local programs are being stretched to the limits to meet the need. If you can give a little or a lot, this is your chance to make YOUR impact.

- Dollars raised here, stay here.
- Your contribution ensures that a safety net of health and human services exists in our community.

# Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be

used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

# Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an edi-

torial. You can also profile new employees or top customers or vendors.

# Inside Story Headline



Caption describing picture or graphic.

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask your-

self if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several

tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

# Inside Story Headline



**Caption describing picture or graphic.**

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**Caption describing picture or graphic.**



## Organization

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4  
Phone: 410-398-7572  
Fax: 410-398-7622  
E-mail: unitedwaycecil@verizon.net

**Live United**

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include

a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual

charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



**Caption describing picture or graphic.**