

## MESSAGE STRATEGY

### CONNECTING THE DOTS

Our message strategy has four message drivers, or **four dots to connect**. While the advertising grabs your attention, it's up to you to tell the rest of the story. We used this platform again and again as we designed *the experience*. You should keep it handy as you bring it all to life where you live.

### ADVANCING 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.

### EDUCATION INCOME & HEALTH

There 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

### 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.

### 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.

