

## CAMPAIGN TALKING POINTS

The focus of our messaging for this year is that:

- 1- There is big impact in small gifts*
- 2- Participation goals are equally important to monetary goals.*

The below talking points can be incorporated into your communications with your co-workers as you share this year's campaign information in support of those focus points.

- ✓ Last year the Milwaukee Partners in Giving Campaign raised \$158,265.00 through the support of 537 employees who donated. This year we're aiming for \$165,000 and 718 employee donors.
- ✓ We know that's a big increase in participants- but we know we can do it with our combined efforts.
- ✓ Though each of the participating federations and the charities they fund serve different community members and causes- they all have 1 common goal, which is the same as ours- to provide a community where everyone has access to what they need to live their best life. We know that a community where everyone has what they need is a stronger community that we all benefit from.
- ✓ Did you know that if every employee who didn't give last year gave just \$5, and all those who did give increased their gift by \$5, the Milwaukee Partners in Giving Campaign would increase by \$35,935? If everyone gave \$10, that would be a \$71,870 increase!
- ✓ Gifts do not need to be large to have a big impact in the community. Look at what just \$10, \$25, \$50 and \$100 can do for the charities participating in this campaign:



**At Community Health Charities:**

**\$10 can..... Help pay annual repair costs of wheelchairs or other medical equipment for someone living with muscular dystrophy**

**\$25 can.... Buy one toy for hospital play areas or recreational areas located in family lodging facilities**

**\$50 can.....Provide a wisdom kit to a family with a newly diagnosed child with diabetes to help them understand and learn the disease in a relatable and informative way**

**\$100 can..... Provide one mammogram screening for someone without insurance**

**At Community Shares of Milwaukee:**

**\$10 can..... Protect a dog from heartworms at the Wisconsin Humane Society**

**\$25 can....Provide “Know Your Rights” guides to 30 individuals through Disability Rights Wisconsin**

**\$50 can..... Support the supplies for 1 child to participate in Victory Garden’s youth programming**

**\$100 can..... Provide household items and food to veterans being served through Milwaukee Homeless Veterans Initiative**

**At EarthShare Wisconsin:**

**\$10 can..... Remove 20 pounds of trash from a beach**

**\$25 can.... Purchase seed to plant a partial acre at a future prairie restoration in Wisconsin**

**\$50 can..... Support an educational class visit and tour at the Schlitz Audubon Nature Center**

**\$100 can..... Adopt an acre of land in the unique Mukwonago River watershed of southeastern Wisconsin and helps maintain its ecological value to plants, animals, and humans**



**At Hunger Relief Fund:**

**\$10 can..... Provide 12 boxes of healthy milk for kids**

**\$25 can.... Provide a festive Thanksgiving Turkey or Holiday Ham**

**\$50 can..... Provide 3 cans of formula to feed infants**

**\$100 can..... Provide 40 pounds of fresh green beans to local seniors**

**At United Performing Arts Fund**

**\$10 can.... provide 1 ticket for a student to attend a Milwaukee Symphony Orchestra “Concert for Schools” performance**

**\$25 can.... buy a pair of tap shoes for a student participating in Danceworks’ “Mad Hot Ballroom & Tap” program**

**\$50 can.... allow 30 students to attend a First Stage “Setting the Stage” pre-show workshop**

**\$100 can.... provide one cash prize to a young playwright in Milwaukee Chamber Theatre’s YPF Playwriting Competition**

**At United Way:**

**\$10 can..... Provide 2 hours of emergency respite care for a child to help reduce parental stress**

**\$25 can.... Provide 15 bus tickets for individuals seeking employment**

**\$50 can..... Allow 6 youth to attend a presentation on the dangers of drug and alcohol abuse**

**\$100 can..... Provide 4 hours of GED preparation for adults**