



# BECOME A NEIGHBORHOOD HERO

## 3 Key Values:



### Be Kind - Give Joy

Today, employees want to be a part of a business that gives back to their community and the world. Businesses can increase employee engagement, retention and production by embracing a **#BeKind** Culture.

#### *3 ways to create a #BeKind Culture:*

1. Give someone the benefit of the doubt.
2. Share a positive thought.
3. Be responsible for the energy you bring to your workplace.

**Bonus: Organize a charity drive**



### Be Generous - Give a Gift

United Way is a great way for your company to partner with employees to raise money for a broad range of efforts that are helping kids, families and vulnerable adults in our community. Together, we are improving lives, jobs and futures for thousands of our neighbors.

#### *3 ways for your company to give a gift:*

**Corporate Sponsorship** - A donation directly from the company to the campaign.

**Employee Campaign** - Donations are pledged by employees through a workplace campaign. The pledges are then deducted from the employee's pay check each pay period.

**Event Sponsorship** - A donation from the company for a special event or initiative.



### Be There - Give Time

Volunteering together as a team can help not only develop camaraderie, but can also be an active way of sharing kindness and time with the community. United Way can help organize volunteer projects for your business.

#### *2 ways for businesses to volunteer:*

**Give A Day** - Gather a team of employees to participate in one of United Way's service projects throughout the community.

**Special Events** - Sign up to help at a United Way special event.



## Neighborhood Heroes Unite!

# Take the #HeroChallenge



### 1. Adopt a "Be Kind Culture"

- Nominate three employees as Neighborhood Heroes
- Send the 3-email "**#BeKind**" campaign



### 2. Plan a Campaign Kick Off

- Have employees vote for their favorite Neighborhood Hero
- Recognize your heroes with one of these Kick Off Challenges
  - Superhero Slime
  - Ice Water War
  - Superhero Shoutout



### 3. Honor Your Company Heroes

- Share your **Kick Off Event** on social media and tag United Way
- Share **#BeKind** moments on social media and tag United Way

**GIVEGFEFG.ORG**

Providing neighbors with opportunities to thrive!



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