

THANK YOU FOR USING THE UNITED WAY CORPORATE CATALOG

Top Reasons for Corporate Catalog Distribution

Why your United Way should distribute them to all local companies

- **Impactful Campaigns** – When your companies use campaign materials from the catalog, their campaigns will have added impact. Impactful campaigns help to provide larger returns to your United Way and community.
- **Save Money** - Your local companies can purchase directly from United Way Store. We make corporate ordering easy, so you will be comfortable encouraging your companies to buy supplies and materials direct from United Way Store, reducing corporate requests for your United Way to fund and provide materials.
- **Helps keep local United Way cost increases in check.** United Way Store is owned by United Way of America, and provides an annual return to them. This return supports programs that benefit your United Way and helps offset expenses that may otherwise be passed along to local United Ways.
- **Corporate Express Guide & Corporate Q & A** – The guide on page 8 highlights the basic parts of most corporate campaigns, and the recommended product solutions. Refer companies here when training time and resources are limited.

On page 90, we have posted answers to the most common questions posed by companies. The more we can educate your local companies, the less time required by your staff to field these questions.

- **The catalog reflects well on your United Way** – Distributing the Corporate Catalog helps solidify your position as the most professional and pre-eminent community impact group in your community – who else in your area can distribute a 100 page, full color catalog of in-stock proven United Way campaign tools, gifts, and awards?
- **Helps create campaign excitement** – Finding materials to add interest and excitement for your companies each year must be challenging. The Corporate Catalog provides –
 - New and updated products every campaign year
 - Unique, on-brand designs and messages
 - Large product selections inside each product category

Combined with your United Way training and campaign materials, companies can find additional materials and gifts that energize their campaign.

UNITED WAYS

Catalog Distribution – Best Practices

Some of the easiest and most effective ways to handle distribution

- **Presentation** - Build two minutes into your Campaign Coordinator Training presentation describing the catalog, how the products can make campaigns more successful and exciting, and that corporate purchases from United Way Store go back into the United Way system helping people and communities

When time is short, highlight the web site only, which can welcome and assist any corporate visitor – www.unitedwaystore.com

- **Distribute catalogs in person** --
 - At Coordinator/Solicitor Training at your United Way
 - Through on site training at Company locations
 - Agency Fairs, or other company gathering opportunities
- **Campaign Toolkit** - Insert the catalog into your campaign toolkit with your brochures, posters, and other United Way supplied tools
- **Web Site Linkage** - Include a brief description of United Way Store and benefits of buying from the corporate catalog on your web site, along with the link below. Through this link, your companies can order FREE catalog(s) and get a brief introduction to the online store – http://www.unitedwaystore.com/requests/catalog_request.jsp

Questions - Comments - Orders

1-800-772-0008

www.unitedwaystore.com

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