

FROM
Your Heart
TO
THEIR
Tomorrow

Your kindness today
creates brighter tomorrows.



Lake Martin Area
UNITED WAY

Help. Hope. Stronger Together. **United is the Way.**



2027 CAMPAIGN GUIDE

Lake Martin Area United Way
17 Main Street, Alexander City, AL
256-329-3600



Through the Lake Martin Area United Way Campaign, we invite you to join us in making life better for everyone in our community!

The Lake Martin Area United Way empowers communities in Coosa and Tallapoosa counties by mobilizing people and resources to create meaningful connections, drive impactful solutions, and improve lives. Our work focuses on four critical areas: **Healthy Community, Financial Security, Youth Opportunity, and Community Resiliency** - each essential to building a stronger, more equitable future.

Through partnerships with 25 local nonprofit agencies and 8 community initiatives, we deliver measurable results, impacting the lives of thousands each year. In 2025, we connected over 24,000 individuals to vital services, providing children with educational opportunities, helping families on their path to financial stability, and so much more!

Unrestricted support is key to sustaining and expanding our impact. It allows us to respond swiftly to emerging needs, strengthen core programs, and invest strategically in solutions that create lasting change for our communities. Together, we are working to ensure that every person in our 2 county service area has the opportunity to thrive.

Any designated donations - either to a specific partner agency or another United Way - will be honored as directed.





MISSION & VISION

Mission

To empower our communities through the mobilization of people and resources to foster meaningful connections, drive impactful solutions, and improve lives.

Vision

United Way envisions a vibrant community where collaboration is the cornerstone for accessing resources and opportunities that all people need to thrive and succeed.

Our 2027 Theme

“From Your Heart to Their Tomorrow” reflects what every gift to United Way represents: a personal act of generosity that becomes real, lasting change for a neighbor, a child, or a family across our community. Every dollar given today shapes someone’s tomorrow.



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UNITED WAY



IMPACT AREAS

From advancing healthy community, youth opportunity, and financial security to strengthening local resiliency, United Way mobilizes communities to action so all can thrive.



Healthy Community

We improve access to nutritious food and quality health education and services, so people have the resources they need to lead healthy lives. Together, we can improve health and well-being for all.



Youth Opportunity

We create pathways for young people to reach their goals, from early childhood education to college and career success. Together, we are helping young people realize their full potential.



Financial Security

We connect people to education, tools, and job training so they have financial freedom and peace of mind, as well as financial assistance resources in their time of need or trial. Together, we can create a stronger financial future for every generation.



Community Resiliency

We help communities prepare for, prevent, and respond to challenges, from crisis support and disaster relief to environmental protection. Together, we can address urgent needs today for a better tomorrow.



WHY GIVE TO UNITED WAY?

Here are some “Talking Points” we hope will help you explain the Lake Martin Area United Way’s impact and work in our communities and how YOUR donations help us achieve our mission.

- **Day of Action:** Each year, volunteers roll up their sleeves to landscape, paint, clean, and disinfect a rotating group of area schools. Projects are often not covered by the school budgets and are made possible entirely through donations (financial and in-kind) to our United Way. We rotate through the schools each year so every one receives help, and we’re thankful to the volunteers who give their time and talents to this annual event. **In 2026, we worked at Reeltown Elementary School in Tallapoosa County, Stephens Elementary (old location) and Stephens Intermediate (new location) schools in Alexander City, and Central Elementary in Coosa County.**
- **Youth Enrichment:** Your donations provide books, school supplies, and rewards for children enrolled in the summer enrichment and HYPE programs in conjunction with Alexander City Schools. **Nearly 300 children received brand new books, pencils, other school supplies and fun items** as rewards for their hard work over the summer.
- **Local Nonprofit Support:** Your **donations support small, local non-profits like TallaCoosa Aid to People (TAP)**, which provides utility and rent assistance to help families and individuals stay in their homes; other partners such as local rescue squad (Alexander City Rescue Squad), free tax-preparation services (Volunteer Connections of Central Alabama - VCCA), and after-school and summer programs for kids (Lake Martin Trailblazers). Each of our 25 partner agencies depend on your gift to United Way.
- **Early Childhood Education:** We **support Head Start in both Tallapoosa and Coosa Counties**, helping children learn the skills they need to be ready for Kindergarten.
- **Partnership At Its Finest:** Your **donations help our smallest partner agencies stay focused on delivering services**, like utility assistance or rescue operations, while United Way serves as a financial partner helping raise the funds needed cover expenses and program needs.

WHY GIVE TO UNITED WAY?

(Continued)

- **Strength In Numbers:** Your donation multiplies community impact by combining your gift with thousands of other donors and local companies to have a **greater influence and accomplish far more than any single donor can alone.**
- **More Bang For Your Buck:** Giving to United Way **maximizes your impact by improving the entire local community**, not just a single cause. Your **donation stays local**, supporting local people and programs.
- **Every Gift Matters:** It's a personal and voluntary decision, but sharing even one hour of pay per month, or \$5-10 per pay period, can make a big difference in someone's life.
- **It's Good For You:** Many studies show that **charitable giving has positive health benefits**, including boosting the immune system and releasing endorphins that improve your mood.
- **Easy To Give:** We make **giving simple** through payroll deduction, cash, check, PayPal, Venmo, ACH or invoicing you – whatever way works best for you!

The #1 reason to give to United Way is our shared stake in our community's success. We all benefit when our children succeed, people find jobs, families have food and safe shelter, and resources are available for everyone to thrive.

We are all in this together! UNITED is the WAY we all win and our communities grow and thrive!

**UNITED IS
THE WAY™**





RUNNING A WORKPLACE CAMPAIGN

TYPICAL WORKPLACE CAMPAIGN

- Runs actively for 2-3 weeks.
- Runs between September and December.
- Uses brochures, pledge cards and materials provided by LMAUW.
- Most donors give via payroll deduction, pledging per pay period from Jan 1 - Dec 31.

NOTE: Some workplaces deduct on a fiscal year (Oct to Sept), so please check with your HR or payroll department.

WORKPLACE COORDINATOR'S ROLE

- Serve as the main point of contact between LMAUW & your workplace. Be a CHAMPION for United Way.
- Leads the planning and coordination for a successful internal campaign.
- Recruits other Champions - to help with the campaign.
- Collects and submits all pledge forms and monetary donations to LMAUW; shares a copy with HR to process payroll deductions.

UNITED WAY'S ROLE

- To assist you in any way possible!
- Never hesitate to reach out, call or email, for help with campaign strategies or ideas.
- Provide all needed resources to help you conduct a successful campaign; including Campaign Presentations to your employees.
- Highlight and share the good your organization is doing alongside United Way.

Ideas for Incentives for your Campaign

To help you with your workplace campaign, we wanted to share some ideas others have used to incentivize giving. These are only offered as suggestions; **please always check with your company management or administration to be sure incentives are allowed.**

Low-cost / low-effort (mostly recognition and time)

- Casual/jeans day for anyone who pledges (or a full "casual week" for 100% participation)
- Reserved parking spot for a month (drawing among donors)
- Leave early or extended lunch coupon (30-60 min) for participants OR Extra PTO hour or "float hour" for donors
- Public recognition – thank-you wall, newsletter shoutout, or "Champion" name tag/pin/sticker to wear

Low-cost, higher fun factor

- Department pizza/ice cream party if the team hits a participation goal
- Leadership does something fun if a goal is met (dunk tank, pie in the face, dress-up day, cook breakfast for staff)
- Raffle for prizes donated by local businesses (many will donate in exchange for the exposure/goodwill) – gift cards, a reserved parking spot, a long lunch, etc.
- "Golden ticket" drawings – one extra entry per \$X pledged, prizes provided by business or local sponsors

Team/culture-building

- "Friendly" competition between departments or locations, with a traveling trophy
- Match a portion of employee gifts up to a small amount, even up to \$500-\$1,000 company commitment
- Volunteer time credit – count Day of Action participation toward incentive goals too, not just dollars

Nearly free

- CEO/leadership handwritten thank-you notes to donors
- "Skip the line" perks (first pick of parking, cafeteria, etc.) for the month; get out of car-rider, bus or lunch room duty
- Feature top-giving departments on an internal leaderboard or screen

IMPORTANT INFORMATION TO REMEMBER

PROMOTE YOUR CAMPAIGN

- We offer items to help promote your campaign such as this Campaign Guide and the tools on our website. We can provide access to brochures, posters, digital tools, flyers, pledge cards, stories of impact in our community and so much more. Can't find what you need? Let us know and we'll be happy to pull it together and send it to you.

PARTICIPATE IN DAY OF ACTION

- We host 2 Day of Action events each year - June in Tallapoosa County and July in Coosa County. Join like-minded community members as they roll up their sleeves and complete service projects for our area schools. Or volunteer with one of our partner agencies - we're happy to connect you. Promote volunteerism and giving back with your employees to show the greater community how much your company cares!

ATTEND & PROMOTE FUNDRAISERS & OTHER LMAUW EVENTS*

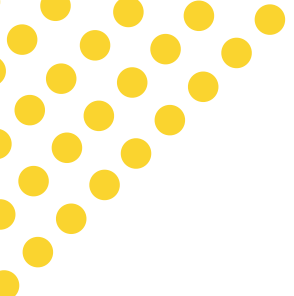
- Show your company support at United Way events as an attendee, sponsor, or both!
 - Campaign Kickoff - August 27, 2026
 - Charity Bingo at Niffer's at Lake Martin - every Tuesday in September 2026 at 6pm
 - Murdery Mystery Dinner & Fundraiser - October 29, 2026
 - Campaign Wrap Up & Annual Meeting - March or April 2027
 - Wedding & Event Expo - February 28, 2027

*check our website for event details or contact our office directly; dates & times subject to change

ENCOURAGE YOUR DONORS, TAKE PHOTOS & HAVE FUN!

- Please encourage everyone to provide their full contact information, including email, when they complete their pledge card so we can keep everyone updated on our activities.
- Also, take photos of your campaign activities and events to share with us - post on social media and tag us! **Facebook & Instagram @LakeMartinAreaUnitedWay** or email us at **director@unitedwaylakemartin.org**.





3 BEST PRACTICES

Whether you've been a Lake Martin Area United Way (LMAUW) Champion for years, or this is your first year as a campaign coordinator, statistics show that you can ensure the effectiveness of your campaign by implementing these 3 strategies:

01 SCHEDULE A PRESENTATION

Workplaces that launch their campaign with a formal Lake Martin Area United Way (LMAUW) presentation yield higher results. A 10-20 minute presentation during an already scheduled employee meeting is ideal. Invite LMAUW staff into your workplace so we can share stories about the positive impact we're making in our community. LMAUW can also arrange for an agency partner or partners to present as well and share their good works - just let us know!

02 BUILD A CULTURE OF PHILANTHROPY

Make the connection that giving back to our community by supporting the Lake Martin Area United Way is part of your corporate culture. LMAUW is a local 501(c)(3) non-profit that UNITES agencies, businesses, organizations, faith-based groups, governments, and individuals to come together to make life better. UNITED is the WAY to thriving communities across Coosa and Tallapoosa counties.

03 MEET WITH LMAUW STAFF

Lake Martin Area United Way's goal is to help make your role as a Campaign Coordinator a fun and rewarding experience. Make an appointment to meet with us and talk through your internal campaign goals and ideas. We are here to support you every step of the way!



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SCAN THE QR CODE TO
WATCH OUR 2027
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