



2026

CAMPAIGN GUIDE



Lake Martin Area
UNITED WAY

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



Through the United Way Campaign, we invite people 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 Communities, Financial Security, Youth Opportunity, and Community Resiliency** - each essential to building a stronger, more equitable future.

Through partnerships with 26 local non-profit agencies and our own 8 community initiatives, we deliver measurable results, impacting the lives of thousands each year. In 2024, we connected over 20,000 individuals to vital services, providing children with educational opportunities and 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 can ensure that every person in our region 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.



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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. 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?

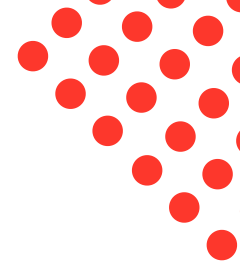
Here are some “Talking Points” we hope will help you explain United Way’s impact and work in our communities and how YOUR donations help us achieve our mission.

- **Day of Action 2025 at Jim Pearson Elementary (Alex City), Dadeville High School and Central Coosa High School** provided volunteer services to landscape, paint, clean, and disinfect the schools, **benefiting over 1,600 students, plus the faculty, and staff. These projects, not covered by the school budget, were made possible by donations to United Way**, which funded the necessary supplies to complete the requested projects. We rotate each year through our area schools to ensure each one receives help and we are thankful to our volunteers who give of their time and talents to this annual event!
- Your donations to United Way **provided brand new books, pencils, other school supplies and fun items for nearly 400 children in the 2025 summer enrichment and HYPE programs** for the Alexander City Schools as rewards for their hard work over the summer.
- Your **donations support several small, local non-profits like TallaCoosa Aid to People (TAP), which provides utility and rent assistance to help over 400 individuals and families stay in their homes** each year, ensuring a safe environment for children, individuals and families across Coosa and Tallapoosa Counties.
- **Like TAP, many other small local non-profits depend on your United Way donation.** For instance, the **Alexander City Rescue Squad** aids in times of bad weather or missing persons; **Volunteer Connections of Central Alabama (VCCA)** offers free tax services, filing over 1,000 FREE returns and securing over \$1 million in refunds for local citizens; and **Lake Martin Trailblazers** and **BridgeWays** who provide after-school care and summer camps for kids.
- We **support Head Start in both Tallapoosa and Coosa Counties**, helping over 500 children each year learn the necessary skills to prepare them for Kindergarten, thanks to your generosity.
- **Your donations help our smallest partner agencies keep their focus on offering much needed services**, like utility assistance or rescue services, while we serve as one of their financial partners helping to raise the funds needed cover expenses. This is partnership at its finest!



WHY GIVE TO UNITED WAY?

(Continued)



- There is **strength in numbers**: Your donation multiplies the 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 to enhance our community.
- It's a personal and voluntary decision, but you would be amazed at how sharing one hour of pay per month or even \$5-10 per pay period can make a big difference in someone's life. **Every dollar, every gift, adds up to creating real and lasting change.**
- 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.
- We make it **EASY TO GIVE** through payroll deduction, cash, check, PayPal and Venmo, ACH or we'll bill 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!





RUNNING A WORKPLACE CAMPAIGN

TYPICAL WORKPLACE CAMPAIGN

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

WORKPLACE COORDINATOR'S ROLE

- Serve as the main point of contact between LMAUW & your workplace. Be a CHAMPION for United Way.
- Lead the planning & coordination for a successful internal campaign.
- Recruit others - find other Champions - to help with the campaign.
- Collect & submit all pledge forms & monetary donations to LMAUW; share a copy with HR to process payroll deductions.

OUR ROLE AS UNITED WAY

- To assist you in any way possible!
- Never hesitate to reach out, call or email, for help with campaign strategies or ideas.
- Please reach out to schedule a Campaign Presentation.
- Reach out to us to highlight the good your organization is doing & share what you are doing.

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!

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. Promote volunteerism and giving back with your employees and 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! Attend Campaign Kickoff (August), Campaign Wrap Up & Annual Meeting (March or April), Murder Mystery Dinner (September), Charity Bingo at Niffer's at Lake Martin (August 2025 - changes each year), Wedding & Event Expo (February), and more!

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 & events to share with us. Post on social media and tag us! **Facebook & Instagram @LakeMartinAreaUnitedWay**



3 BEST PRACTICES

Whether you've been a United Way 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.

02 ➤ 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. Remember, 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. We are here to support you every step of the way!





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HANDS UNITED HEARTS ALIGNED



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CONTACT US



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