**United Way “Champions” Program**

The United Way needs your help. We are looking for folks like yourself to help us spread the word throughout the different communities in the Lowcountry. We call folks that agree to work with us Champions because with your help we’ll all win!

Being a Champion is easy. All we need you to do is communicate with your friends and neighbors near you to:

1. Let them know you are a proud United Way supporter
2. Why you support the United Way of the Lowcountry
3. Share examples of what the United Way does in the Lowcountry and the impact we make
4. Invite them to financially support our work.

This sounds like a lot, but it’s easy and the United Way team does all the time-consuming work.

First, we provide support materials to our Champions in order to make the process easy and consistent. Everything except the videos is customizable so you can use them as an idea starter, OR we can use them as they are. Some of the Champions support materials include:

* Templates for introductory and follow up letters
* Templates for emails
* Social Media templates
* Videos to use in email and social media

A good Champion program typically uses a mix of letters and emails, and some also include small social events where the guests can learn about the United Way directly.

The total timeframe of a Champions program usually takes a couple of weeks because you want a little bit of time in between messages. But actual time that each Champion invests in this process varies from a few hours to a few days of effort.

We hope that most Champion programs are started in September and completed before the end of the year. There is no hard and fast rule on when a program needs to start or how long it should last.