

Week ♥f Action

Summary

June 20-24, 2011

Why Week of Action instead of Day of Action?

- Day of Action is a United Way World Wide event that we have adopted two decades ago. Day of Action is a perfect example of what it means to LIVE UNITED. This year, however, we want to stretch it out by making it a weeklong event, thus Week of Action.
- This will give companies and volunteers ample time to help out their chosen agency or agencies. We understand that some projects can't be completed in a few hours time.

The Benefits of Agency Participation

- Great marketing tool for YOUR agency and it's FREE!
- Allows individuals and companies to get a first-hand look at what you do and who you help
- Free labor (The money you would have spent for labor will allow you to pour it back into your services.)
- Allows others to become invested in your agency's services which can turn into referrals
- People love to contribute or 'give back'. **DON'T DENY THE BLESSING** from those who want to help and also don't deny the blessing of receiving their help.

2010 Day of Action Recap

- 28 projects
- 12 participating agencies
- 23 participating companies
- 1st Hygiene Drive held in conjunction with DOA
- **88 unique community volunteers** (excludes agency staff and UW staff)

2011 Week of Action

- Chair: to be announced (A community volunteer chairs this event each year)
- 21st year for United Way of Southwest Missouri & Southeast Kansas
- 2nd year for hygiene drive
- No T-Shirts this year so promote your company by wearing your agency/company's logo wear.
- We will also be reaching companies who can't spare employees with item drives because no matter where we are, we can still play a part in helping our community.
- More details will be forthcoming. Keep an eye on your emails!

For more information, please contact Tammy Virgin by phone, 417-624-0153 or you can email at tvirgin@unitedwayswmosek.org.