

UNITED WAY IS FOCUSED ON THE **BUILDING BLOCKS** FOR A BETTER LIFE: **EDUCATION. INCOME. HEALTH.** WHEN WE ADDRESS THE UNDERLYING CAUSES OF PROBLEMS, WE HAVE A BETTER CHANCE OF CREATING LONG-LASTING CHANGE. YOUR GIFT TO UNITED WAY MAKES A DIFFERENCE. TOGETHER, WE CAN REACH OUR GOALS.

CAMPAIGN SPOTLIGHT



As of today, we have already received pledge commitments totaling 20% of our goal. As more and more people learn about what United Way is doing right here in the greater Mankato area and are given the opportunity to donate, you will be able to watch the thermometer rise in reflection of the generosity of our community. Over 80 United Way rallies will already have taken place by the end of this week, with many more scheduled throughout the fall.

2010 Campaign Chair Volunteer, Kevin Newman, shares these thoughts: "Well we have officially kicked off the 2010 campaign. The energy that each of the volunteers has brought to this year's campaign is unbelievable. We are off to a great start. Thank you everyone for the continued support of this great organization. Keep the momentum going!!!"

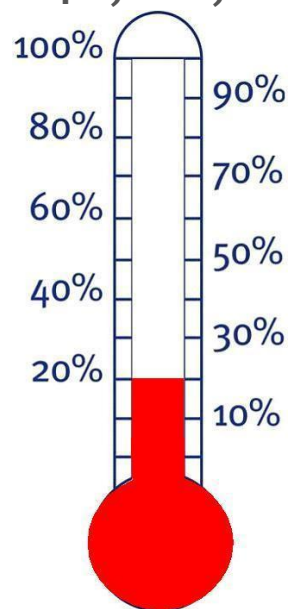
If you or someone you know needs help with rally ideas or how to get something going at your company, see the RALLY IDEAS article in this eNews, or email Christi at christiw@mankatounitedway.org.

COLLEGE OF BUSINESS ENGAGES

Nearly 80 MNSU College of Business students attended last week's United Way 2010 Kickoff Event as part of the project they are working on this semester. The students will work in teams and will take on typical roles of United Way Campaigners to build awareness about United Way on campus and participate in the United Way campaign.

Professor Brenda Flannery talks about the 105 students in her Principles of Management classes and why she reached out to

2010
Campaign
Goal:
\$1,870,000



Today: 20%

RALLY IDEAS

When it comes to rally ideas and building awareness about United Way, some of the best experts are in your midst! Several local employee campaign leaders (ECLs) have shared ideas of some of the things that went over well at their companies in the past, and we've posted these ideas on our website for you to copy, replicate, or just to get your own brainstorm going!

One idea that lots of companies do is to have a *rally week*.

United Way to collaborate on this project: "I adopted service learning as a way to teach because I believe we really have to have students be active in their own learning. Getting business students off campus is so important because they really see the role that community members and businesses play. Rather than just lecturing on a chapter of ethics and social responsibility, the students see it happening in real life and they start to understand that they can make a difference."



Teams of students will develop their project proposals and will periodically reflect back on what they've learned about management concepts, effective teamwork, community, and themselves. The groups will challenge each other to be successful. Dr. Flannery talks passionately about the excitement her students share with her as their United Way projects begin to evolve. "This project isn't just going through the motions; it's a significant project that will have real outcomes. United Way is the common context that ties all 105 students together."

To follow along with the students' service-learning projects, visit Greater Mankato Area United Way on Facebook for periodic updates coming up throughout the fall.

DID YOU KNOW...

..your donation to United Way supports programs that help your co-workers, family, friends and neighbors to lead a better life right here in the greater Mankato area? And that when you give just \$3 per week (that's one Latte a week!), you can provide:



1 elderly homeowner with snow removal all winter, allowing them to remain living independent,

or

175 hours of quality childcare while parent earns credits toward their High School diploma,

or

1 year of blood pressure clinics which serve over 480 individuals

Your gift to United Way makes a difference in people's lives every day. Give. It's just one way you can LIVE UNITED.

During this time, various games, events and contests take place each day, building awareness about United Way while engaging employees in fun activities and building the sense of team, all leading up to Rally Day. Whether you're doing a rally week, or rally meeting, go to our website and click on [Tips & Tools](#) for lots of great ideas!

FIND OUT MORE

Don't think it's possible that your gift can make a difference? **75% of United Way's campaign is made up of people just like you who give what they can.** Want to hear more? Go to our website at www.mankatounitedway.org to watch our **2010 campaign video** or one of our **eStories** to hear from local residents about how their lives have been impacted by United Way partner programs.

CFC GIVING

Are you a federal employee? Did you know you can donate to Greater Mankato Area United Way through the Combined Federal Campaign? Just select our CFC Code: 89238.