



**SEPTEMBER
19th - 22nd**

Poverty Awareness Campaign

**WOMEN
UNITED**



What is the Little Black Dress Campaign?

The last five years, United Way's Women United has raised over \$300,000 through the Little Black Dress Campaign. Funds support United Way's Education Initiative helping women and children to overcome the barriers of poverty so they are successful in school and in life.

During the week of Sept. 19th-22nd, Women United and friends will again lead a poverty awareness campaign with more than 200 women who will each wear a black dress or outfit for four days with a team goal of raising a minimum of \$1,500. Individuals are also able to participate and encouraged to raise \$500.

What impact do the funds have on our community?

- Provides tutoring to struggling readers
- Ensures children get designated mentors
- Helps case workers address the barriers to a good education and a stable family, caused by poverty, mental illness, unemployment, homelessness, and more.

Involvement Opportunities

SPONSOR

☐ Day One & Kick-Off Sponsor - \$1,500

- Exclusive Sponsorship Opportunity
- Window Cling
- Inclusion of company logo on event items and throughout day one activities
- Opportunity for a Facebook live or video to be shared by the United Way
- Company logo and name listed in Annual Report
- Promoted as Event Sponsor in publicity materials such as mass emails, press releases, website, etc.
- Inclusion of company name/logo on MSA United Way's social media outlets

☐ Day Two, Three, Four Sponsor - \$1,000

- Window Cling
- Inclusion of company logo on event items and throughout daily activities
- Opportunity for a Facebook live or video to be shared by the United Way
- Company logo and name listed in Annual Report
- Promoted as Event Sponsor in publicity materials such as mass emails, press releases, website, etc.
- Inclusion of company name/logo on MSA United Way's social media outlets

☐ Event Sponsor - \$500

- Window Cling
- Company logo and name listed in Annual Report
- Promoted as Event Sponsor in publicity materials such as mass emails, press releases, website, etc.
- Inclusion of company name/logo on MSA United Way's social media outlets

DONATE

- ☐ **Silent Auction Donation** - Donate items for the silent auction taking place at the closing event on Sept. 22
Item(s): _____ Value: \$ _____

PARTICIPATE

- ☐ I'm interested in participating in Little Black Dress! Send me more information.

Thank you for your partnership! We will be contacting you soon regarding your sponsorship.
If you have questions, please call our office at 255.3601 or email marketing@msaunitedway.org.

Contact Name: _____

Date: _____

Company Name: _____

Phone: _____

Address: _____

☐ Check Enclosed

City/State/Zip: _____

☐ Please bill company

Email: _____

If so, when? _____