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*Messaging Theme: Stronger Together*

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**Lead ins:**

- Together, we....
- United together, we...

**Answers [for use as needed – can add more examples]:**

- ... Make change possible
- ... Are fundraisers, hand raisers and game-changers
- ... Are the gamechangers
- ... Are the hand raisers
- ... We are problem solvers
- ... We find problems and solve them
- ... Face hunger
- ... Face homelessness
- ... Face poverty
- ... Face child abuse and neglect
- ... Prepare children for success
- ... Prepare people for success
- ... Prepare people for success in school, work and life
- ... Step up for people in need
- ... Strengthen our communities
- ... Lift up our community
- ... Live better by Living United

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*Core Messaging*

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**Stronger Together...Fundraisers, Hand-Raisers & Gamechangers**

You changed the game last year. People received food and emergency shelter. Childcare centers remained open and viable. Families received essential services. Our partners, our initiatives and the community flexed time and again to help every person possible – because of your generosity.

Today, we begin to rebuild. Yet we face some hard realities brought to light by the pandemic. Realities that existed before Covid-19 and continue with no end in sight.

***Post-pandemic, our region is faring worse:***

***Post-pandemic, too many of our neighbors still face serious hardships:***

***Too many of our neighbors have faced these hardships for too long:]***

- We had the third highest rate of child abuse and neglect in the state
- Our children scored lower than the rest of the state in English and math
- One quarter of our residents were low-income. The rest of NH the rate is 1 in 5

Poverty, abuse and low educational achievement reinforce each other; creating a downward cycle that harms a community and destroys its vibrancy. The damage seeps in over time, often taking a generation to become obvious. We can't wait that long to act.

**Together we can eliminate and change these realities forever.**

United Together, we are the fundraisers, hand-raisers and game-changers that:

- Face hunger, homelessness, poverty and child abuse with open eyes
- Step up to strengthen our community every single day
- Prepare our neighbors for success in school, work and life

With your support, we can address today's problems and create a strong community for tomorrow.

**Give today because:**

***We are Stronger Together and Live Better when we Live United.***

**Supporting Documents:**

- 2021 Funding FAQ: <https://www.muw.org/faq-2021> This will be updated. It is accurate at this time.
- Covid-19 Pages: <https://www.muw.org/covid-19-relief>

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### *Talking Points*

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**Stronger Together 2021 Campaign Goal - \$1,462,000**

1. MUW's 2021 Campaign Goal of \$1,462,000 helps address today's issues while solving root causes of poverty, child abuse and low educational achievement in our region through Collective Impact.
2. Our community raises fund throughout the year and contributors to this total include:
  - Annual Campaign – an honored tradition and incredible testament to our community
  - Service organizations and community members hosting special fundraisers
  - Grants from foundations and businesses
  - Generous sponsorships

**Grant Funded Initiatives – (aka Restricted Grants)**

In addition to the Annual Campaign, MUW's Collective Impact model attracts grants from State and Federal Government, foundations and regional partnerships. These targeted gifts allow us support programs more deeply, reach more people, and move more quickly toward our goals.

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### *Foundational Talking Points*

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**Q: How does MUW fulfill its mission?**

A: MUW brings people and programs together to work toward shared goals and activities. It minimizes duplication of services and maximizes outcomes for the people being served.

Through this Collective Impact (CI) model, people from nonprofit, public and private sectors — come together to address a specific problem and find solutions. We unite members of our community to work together to address identified needs that will strengthen and solve issues related to Children, Education and Financial Stability. Examples of CI in action are the development of several collectives supported by MUW:

- The Monadnock Alliance for Families
- The Monadnock Region After School Collective
- The Cheshire County Emergency Housing Collaborative
- The Monadnock Food Pantries Collective

- Impact Monadnock

**Q: What is MUW's Vision?**

A: Our collective vision is a region free of child abuse and neglect and filled with opportunities for education and financial stability so that people of all ages can realize their dreams. A strong and vibrant community looks like this:

- Children live in safe, nurturing, healthy homes and communities
- Community members receive an education that enables them to achieve their full potential
- Community members have the financial resources they need to live healthy, happy and productive lives

**Q: What steps are being taken to make that vision a reality?**

A: MUW engages a cross section of stake holders in the region to create collaborative, community-wide solutions to problems that cannot be solved by a single agency alone. This collaboration has resulted in:

- Coordinated plans between multiple agencies
- Deep partnership between MUW and agencies
- Collaboration that helps agencies hone their strategies and make a bigger difference together
- Measurable outcomes to help agencies and donors see progress made in addressing our region's needs
- The ability for programs and agencies to leverage MUW dollars for matching grants

**Q: How will the CI model make it easier for programs and initiatives to stay focused on their mission and do their work?**

A: MUW's impact investment funding model encourages a collective approach between agencies to addressing our region's most pressing needs. Impact helps agencies achieve their missions through a high-level of collaboration.

**Q: Is MUW investing only in collectives?**

A: MUW invests in a mix of collectives, individual programs and community-based initiatives.

**Q: What is MUW's value for partners and for donors?**

A: Our commitment to the community is strong: We bring multiple sectors together to solve our region's toughest problems

- We seek and invest in solutions that strengthen the fabric of our community today and tomorrow
- We advocate and aggressively fundraise for the benefit of this community
- We collaborate with our partners and support their success – and that of the individuals they serve
- We transparently report our successes and challenges to you, our community

**Covid-19 is almost over. Why should I give to MUW?**

Covid-19 has exposed serious underlying issues in our community that must be addressed for the short and long-term. MUW is engaging our community in reimagining and rebuilding a stronger, equitable and even more vibrant region for everyone.

**I already gave through another initiative, why should I give campaign too?**

If you have already given this year through \_\_\_\_\_, thank you! We hope you will help continue to join us in the incredible and deeply-rooted tradition of MUW's annual campaign with an additional gift. Your generosity provides helps us fight for children, education and financial stability in every community throughout our region.

**How many programs and initiatives does MUW support?**

MUW invests in over 30 programs and initiatives across the region that address needs for children, education and financial stability in every community throughout our region.

**How many towns are served?**

MUW serves 37 towns in the region. Visit our [Service Map](#) for a complete listing.

**Give Today at muw.org**

Online at: [muw.org](http://muw.org)

Text: MUW to 41444

Payroll deduction: See your HR department

Mail: MUW, 23 Center Street, Keene, NH 03431