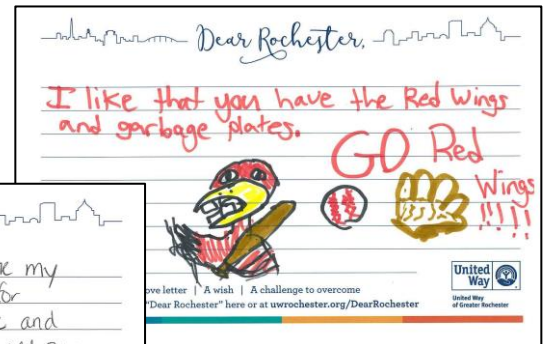
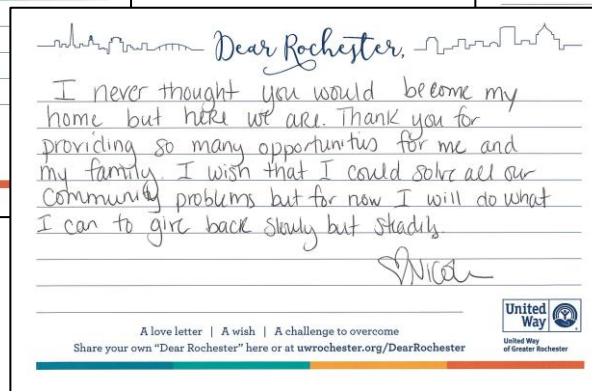
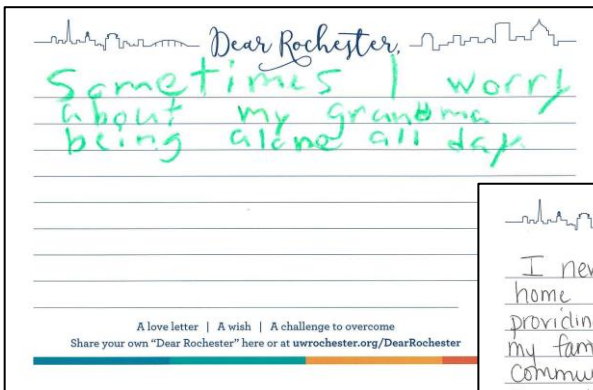




United Way
of Greater Rochester

Dear Rochester, Theme, Ideas, Tips and More

This year United Way's campaign theme is *Dear Rochester: A Heart to Heart*. It's a way to share a love letter to our dear Rochester, a wish for our community or a challenge to overcome. The theme shows that we can love our dear Rochester while recognizing that many people in our community need our collective support.



To get started with how to share your own *Dear Rochester*, think about:

- What I love about Rochester
- What I hope for our community's future
- My favorite part of living here is...
- Sometimes I struggle with...
- I am proud that I was able to overcome...
- My family likes to...
- Something I wish was different about our community is...
- What I wish could change or improve
- An experience you have had in Rochester that made you smile
- An experience you have had in Rochester that made you sad
- What you're looking forward to doing (personally or in the community)

To use in your campaign:

- Print Dear Rochester cards from www.uwrochester.org/toolkit and share in emails, hang in the hallways or use in your campaign presentations.
- Have employees visit www.uwrochester.org/dearrochester to share their stories and be entered to win prize.

We're here to help! Contact your relationship manager with any questions. Thank you!

