



## United We Dine FAQ's

### **What is *United We Dine*?**

*United We Dine* is a fun and easy way for local restaurants to generate support for United Way of Greater Milwaukee & Waukesha County.

Participating restaurants agree to donate at least **10 percent** of their food and beverage sales from one day to United Way of Greater Milwaukee & Waukesha County.

The minimum suggested donation from participating restaurants is \$250 – a modest investment for receiving over \$2,500 in promotional marketing!

### **How does *United We Dine* work?**

1. Interested restaurants sign and return the enclosed contract to Callai Reed at [creed@unitedwaygmmc.org](mailto:creed@unitedwaygmmc.org) or 414.263.8320.
2. Restaurant names and logos will be prominently displayed on flyers, posters and other promotional materials (*valued up to \$2,500*). All materials will be distributed to local companies prior to their fall workplace campaigns, reaching over 75,000 donors at more than 1,700 local businesses!
3. Promotional materials will be delivered to participating restaurants two to three weeks prior to the event to assist with internal event promotions and drive return business back to each restaurant for the event.
4. All names and logos will be included on print, outdoor, online, and social media for the month leading up to the event.
5. On the day of the program, United Way volunteers will drop by to take pictures and say **thank you** to restaurant staff and customers for joining the movement to **Live United**.
6. At the end of the day, total food and beverage sales are calculated to determine the amount of each contribution: *10 percent or more of all sales with a suggested minimum of \$250*. Restaurants are welcome to round up from the committed percentage – all gifts will be much appreciated by our agency program partners!
7. United Way staff will pick up all contributions in the provided envelope no later than two weeks following the event. If preferred, contributions may also be mailed to:  

United Way of Greater Milwaukee & Waukesha County  
225 West Vine Street  
Milwaukee, WI 53212
8. All restaurant names and logos will continue to appear on print, outdoor, online and social media through the end of the annual United Way Community Campaign as an added **thank you** for participating!

Please contact Callai Reed at [creed@unitedwaygmmc.org](mailto:creed@unitedwaygmmc.org) or 414.263.8320 with any questions or to make a referral.



Greater Milwaukee  
& Waukesha County



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### Why participate in *United We Dine*?

- By partnering with United Way, your business will be an active part of our mission to change lives and improve our community by mobilizing people and resources to drive strategic impact.
- United Way works to advance the common good by creating opportunities for a better life for all through focus on the three building blocks for a good quality of life: Education, Income and Health. Everyone deserves opportunities for a quality education that leads to a stable job, family-sustaining income through all of life's stages, good health and a safe home.
- Your participation in *United We Dine* will support over 220 programs at over 110 partner agencies throughout Milwaukee, Ozaukee, Washington and Waukesha counties. At United Way of Greater Milwaukee & Waukesha County, we only invest in programs that produce results at agencies that manage their money wisely.
- United Way of Greater Milwaukee & Waukesha County is the region's largest community-based investor in health and human services. We are recognized annually for our consistent fiscal responsibility and low overhead by Charity Navigator, the leading charity watchdog, and by the Better Business Bureau.
- United Way's high rate of efficiency is possible because of the hundreds of volunteers, including its Board of Directors, Campaign Cabinet, and volunteer committees who help with everything from organizational oversight, fundraising, program review and funding process.

Be a part of the change – Live United and participate in United We Dine!

### So you're in?! Great! -- Help us promote the event!

- Promote your participation via local media and/or advertising you already purchase
- Display the program details on outside marquees, bulletin boards, chalkboards or other signage at your business
- Include an insert in your menu leading up to the event
- Engage your kitchen with specials just for *United We Dine*
- Send program information to customers via email, Facebook, Twitter, etc.
- Update your website with the *United We Dine* logo and the program date
- Utilize the resources provided by United Way: flyers, table signage, posters, etc.
- Tell all your friends!

### Additional opportunities:

- *Impact Coupon Book*: Provide a coupon that offers a \$10+ discount or 2-for-1 offer.
  - Your company name and location will be promoted to over 175,000 employees at 1,200 local companies
- *Donor Incentive Items*: Provide Gift Cards or other incentives that United Way can use to encourage donations at employee campaigns

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