



Greater Milwaukee
& Waukesha County

FAQs

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. It is on October 3, 2018.

Participating restaurants agree to donate at least **10%** of their food and beverage sales from the day to United Way of Greater Milwaukee & Waukesha County. The minimum donation from participating restaurants is \$250 – a modest investment for receiving up to \$2,500 in promotional marketing!

How does *United We Dine* work?

1. Interested restaurants sign and return the enclosed contract to Sarah Marbes at smarbes@unitedwaygmwc.org or 414.263.8183.
2. Restaurant names will be displayed on promotional materials (*valued up to \$2,500*). Materials will be distributed to local companies prior to their workplace campaigns, reaching thousands 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.
4. Names will be included on outdoor, online, and social media for the month before October 3.
5. 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 minimum of \$250*. Restaurants are welcome to round up from the committed percentage – all gifts will be much appreciated by our agency program partners!
6. United Way staff will pick up all contributions in the provided envelope in October. If preferred, contributions may also be mailed to:
United Way of Greater Milwaukee & Waukesha County
Attn: Sarah Marbes
225 West Vine Street
Milwaukee, WI 53212

Why participate in *United We Dine*?

- By partnering with United Way, your business will change lives and improve our community by mobilizing people and resources to drive strategic impact. United Way creates opportunities for a better life for all through its focus on the three building blocks for a good quality of life: Health, Education and Financial Stability.
- Your participation in *United We Dine* will support 220 programs at 110 partner agencies in Milwaukee, Ozaukee, Washington and Waukesha counties. We invest in programs that produce results at agencies that manage their money wisely.



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- United Way of Greater Milwaukee & Waukesha County is recognized annually for our consistent fiscal responsibility and low overhead by Charity Navigator, the leading charity watchdog, and by the Better Business Bureau.

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

So you're in? Great! Ideas to promote the event:

- Promote your participation via your website, social media, 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
- 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 your friends!

Additional opportunities that reach donors:

- *Impact Coupon Book:* Provide a coupon that offers a \$10+ discount or 2-for-1 offer.
- *Incentive Items:* Provide Gift Cards or other incentives for use at workplace giving campaigns

QUESTIONS? Contact Sarah Marbes: smarbes@unitedwaygmwc.org 414-263-8183.