



Greater Milwaukee
& Waukesha County

MEDIA ADVISORY

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New Volunteer Engagement Portal Offers One-Stop Shop for Local Volunteer Opportunities

Launch of portal also commemorates new partnership between United Way and Nonprofit Center Milwaukee

WHAT: United Way of Greater Milwaukee & Waukesha County in a new collaborative partnership with the Nonprofit Center Milwaukee (NPC) is launching a new volunteer engagement portal today.

By creating a venue that both allows individuals to see the many ways they can make a difference and agencies to promote their needs. United Way has increased the potential for volunteerism, donations, and involvement in the community. Nonprofit partners in the area began posting their volunteer needs on the new portal today in hopes of increasing the opportunities for community members to get involved.

Rockwell Automation is the corporate sponsor of the new portal, titled *Volunteers United*.

The portal has enhanced features for those seeking volunteer opportunities.

Mobile or Desktop: now mobile enhanced for ease of use on cell phones/tablets, easy to share with friends and family on social media

Facebook Sign In: Users can sign up/in using Facebook

In-App Messaging: Users can message within the portal without using email



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Volunteers can follow their favorites: Users are able to 'follow' or 'fan' their favorite agencies and types of volunteer opportunities. Personalized updates are then available to the user upon login

WHEN: February 1, 2016

WHERE: Virtual opportunity (Volunteer.UnitedWayGMWC.org) OR in person or phone interviews available upon request

INTERVIEW OPPORTUNITIES:
Jayne Thoma; VP of Volunteer Engagement, United Way of Greater Milwaukee & Waukesha County

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