

# Building Small Business & Entrepreneur Engagement

United Way of Pennsylvania Conference

June 21, 2108

**LIVE UNITED**

United  
Way



# WHY SMALL BUSINESS?

- Approximately 1 million small businesses in PA
- 98.2% of PA employers are small businesses
- Nearly half of Pennsylvania's workforce is employed by a small business
- Opportunity for unique partnership and benefits for both the business and United Way

-Statistics taken from Small Business Development Centers



# SMALL BUSINESS BENEFITS

- Increased brand awareness & marketing opportunities
- New networking opportunities
- Verifies investment in local community and economy
- Opportunity for new/increased revenue



## SMALL BUSINESS BENEFITS cont.

- Staff engagement and improved employee morale
- Opportunity for increased employee skill development, team building, & leadership
- Opportunity for increased customer loyalty

SMALL  
BUSINESS **BIG**  
**IMPACT**



# UNITED WAY BENEFITS

- Expanded donor base & increased revenue
- Connections to new partners
- Opportunities for in-kind donations
- Increased brand awareness & marketing opportunities
- Opportunity to attract new volunteers



# BUILDING ENGAGEMENT

- Establish goals
- Know your audience
- Build relationships
- Educate
- Think outside the box
- Provide options



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#DollarDay4UnitedWay  
#25DaysOfCaring  
#UWBC



LIVE UNITED



United Way of Blair County

DelGrosso's PARK TIPTON, PA

LAGUNA Splash

LIVE UNITED United Way United Way of Blair County

Come Celebrate **Live United Day** at DelGrosso's Park

Learn more about United Way of Blair County and how the funds they raise help dozens of non-profit groups throughout Blair County

United Way of Blair County focuses on these locally identified areas of need: Education, Income, Health, & Emergency Needs

Meet Representatives from Various United Way Funded Agencies! 11am-5pm

Text the word GIVE to 814-201-5411 to Donate to United Way of Blair County

**\$20 ALL-DAY FUN PASS**

For each Coupon redeemed, \$3 will be donated back to United Way of Blair County!

Coupon Valid June 8th, 2018 Only  
Not Valid With Any Other Offer

All-Day Fun Pass Regular Price: \$29.95

www.delgrossos.com

PR - Live United Day

995-6

Print and Bring this Coupon or Show on Mobile Device

Exits 41 & 45 Off I-99

Dine &  
Donate

LIVE UNITED





# SMALL BUSINESS CHECKOUT FOR CHARITY

Help our small business give back to our local community. Donate \$1 to United Way of Blair County at checkout today!

United Way of Blair County fights for the health, education, and financial stability of every person in each of our Blair County communities.



**We invite you to visit one of Blair County's participating small businesses:**

Cartridges Galore (Altoona/Duncansville), Jems Funky Consignments, Fox Hollow Boutique, Beerbower Jewelers, Charlotte's Trove, Playtime Pottery, The Clay Cup





# DISCUSSION & QUESTIONS

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