



United Way of Dane County

2026 Message

Three ways to tell United Way's story out in our community

3-Second Message:

The Power of Caring. Working for All.



Alternative/Call to Action (CTA):

Struggle is closer than you think. Support can be too. **Donate today** to change lives.

Gift Specific:

Donate today to ensure 100% of your gift goes directly to the urgent needs in our community.
You're not just giving. You're changing lives.

30-Second Message:

United Way of Dane County mobilizes the caring power of our community so all can thrive. From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibility. Through our network of caring connections, we solve big-picture issues no one person or organization can address alone. No matter the challenge, United Way's comprehensive approach and community roots mean we can find a way forward.

When you give to United Way of Dane County's Plan for Community Well-Being, **100% of your donation** powers meaningful action and transforms lives. A donation from the **Dan & Patti Rashke (TASC) Family Foundation** acts as a powerful catalyst – amplifying the impact of your generosity. Every penny of your individual and undesignated gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer. **Donate Today!**

Together, we are **The Power of Caring. Working for All.**



2059 Atwood Avenue, Madison, WI 53704 • (608) 246-4350





United Way of Dane County

2026 Message

Three ways to tell United Way's story out in our community

3-Minute Message:

United Way of Dane County mobilizes the caring power of our community so all can thrive. From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibility.

In Dane County, struggle doesn't always look the way you'd expect. It's a teenager quietly coping. An older adult looking for resources. A family falling further behind. Struggle isn't always visible, but it's here. And so is the work to address it.

United Way brings people together and rallies resources to help with our community's greatest needs. Through our network of caring connections, we solve big-picture issues no one person or organization can address alone. No matter the challenge, United Way's comprehensive approach and community roots mean we can find a way forward. And with our **Plan for Community Well-Being** and **your support**, we'll achieve measurable outcomes and bring life-changing solutions to our neighbors in the four areas of **youth opportunity, financial security, healthy community** and **community resiliency**.

When you give to United Way of Dane County's Plan for Community Well-Being, **100% of your donation** powers meaningful action and transforms lives. A donation from longtime supporters **Dan and Patti Rashke** and their **Dan & Patti Rashke (TASC) Family Foundation** acts as a powerful catalyst – amplifying the impact of your generosity. Every penny of your individual and undesignated gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer.

With your support, we:

Respond to urgent local needs with agility and care

Invest in education, health, housing and financial stability

Strengthen families and neighborhoods

Together, we're building a Dane County where everyone can thrive.

Join the community of people creating change. **Donate today** to ensure 100% of your undesignated individual gift goes directly to the urgent needs in our community. You're not just giving. You're changing lives.

Together, we are **The Power of Caring. Working for All.**



2059 Atwood Avenue, Madison, WI 53704 • (608) 246-4350

