



An exciting new service is now available to your constituents!

United Way 2-1-1 has arrived in your local area. By simply dialing three digits, you can make just one call to find or give help. United Way 2-1-1 is an easy-to-remember central phone number connecting people with thousands of available resources and volunteer opportunities.

Need to find counseling? A nursing home? Job training? A food pantry? Want to volunteer or donate goods? No more wasted time trying to find the right resource. Callers will reach a trained, caring professional - 7 days a week, 24 hours a day. All for free, all confidential.

How to introduce United Way 2-1-1 in your community:

- 1. If your county or city has a Web site, add the United Way 2-1-1 logo** and link it to United Way 2-1-1 Online so citizens can easily get help. We'll be happy to send you the logo electronically and you can link it directly to www.kcunitedway.org/211.htm.
- 2. Make United Way 2-1-1 referral cards and other promotional materials available.** Here are just a few places you might want them in your community:
 - ✓ Police and Sheriff Cars
 - ✓ Public Library
 - ✓ School Counselors
 - ✓ Senior Center and Meals on Wheels
 - ✓ City and County Clerks
 - ✓ Doctors' Offices
- 3. Approach your local media.** Ask your local newspaper to drop in small United Way 2-1-1 ads when space permits. Write a letter to the editor. Ask your local radio station to produce PSA's. These can all be downloaded at www.kcunitedway.org/211materials.htm.

United Way 2-1-1 is being phased in over several months by multiple telephone service providers. Before promoting the service in your area, please be sure that dialing 2-1-1 works on your local phones. If you have any questions about the service in your area, contact Pat Cundiff at (816) 559-4666 or patcundiff@hauw.org.

For logos or materials, please contact Kim Romary at (816) 559-4646 or e-mail kimromary@hauw.org.

