



# 100TH BIRTHDAY CHALLENGE

## Celebrate with us by taking our 100th Birthday Challenge!

Participate in as many of the items below as you can! Check off each as you celebrate, fill in the information at the bottom of this form, and email it to **Jennifer Hagen** at [JenniferH@unitedwaymv.org](mailto:JenniferH@unitedwaymv.org). Complete **all 10** birthday challenge items **by May 1, 2022**, and receive a special recognition gift.

**Record a Happy Birthday video message** with your staff and share it on social media! Be sure to tag United Way MV.

[Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Twitter](#)

**Send an email to your staff about Volunteers United**, including how to sign up!

[Volunteers United Flyer](#)

**Share the benefits of becoming a member of one of our donor societies.**

[Emerging Leaders United](#) | [Leadership Society](#) | [Legacy Society](#)

**Help raise goods! Participate in the drive for hygiene items.**

[ELU Society's Hygiene Drive](#)

**Celebrate with United Way-themed goodies (like cupcakes!)** Encourage staff to create their own to bring in or purchase. Optional: Take a photo and share it on social media!

**Host a "special event" or incentive to benefit United Way MV.**

[Fundraising Event & Incentive Ideas](#).

**Encourage your staff to sign-up for United Way MV's [eNewsletter](#).**

**Learn more about one of United Way MV's initiatives** and share what you have learned at your next team meeting or in your staff newsletter.

[R4K](#) | [Housing Team](#) | [211](#) | [Academics First](#)

**Send us a birthday card!** Mail us a birthday card to United Way MV, Attn: Marketing, 258 Genesee Street, Utica, NY 13502. We will display all our birthday cards at our office all year and our Birthday Celebration Party on June 10, 2022!

**Create a "Why I Give" board for staff to share why they give to United Way MV.** For a physical board, hand out our ["Why I Give" fillable cards](#) and set up a common area in your office for employees to post theirs. For virtual, provide a space with your intranet that allows for staff to be able to share. Once your campaign is over, email all your staff's reasons for giving to [liveunited@unitedwaymv.org](mailto:liveunited@unitedwaymv.org)!

**By submitting this signed document, I hereby agree to all items outlined in United Way MV's communication release waiver form. I approve that I have the rights on behalf of my organization and its employees to agree to this waiver.**

**Organization:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Signature:** \_\_\_\_\_