



UNITED WAY ADDING NEW FEATURE TO 2009 CAMPAIGN

Although the United Way 2009 Campaign officially kicked off in late July, most local organizations are just now getting their workplace drives started. The direct mail portion of the campaign has been showing some movement with individual contributions. United Way officials say it will be a few weeks before more definite results are available.

Officials admit that this will be a tough year for fundraising, but the need is also great. Paul F. Assenmacher, 2009 Campaign Chair said, "The organization is trying to develop new ways of reaching the public for support."

This Campaign for the first time is encouraging individuals to visit United Way of Monroe County's website and donate on line. Contributions can be scheduled for one time only, weekly, or monthly payments. United Way says this is not just a convenience for contributors but a cost saving for the organization. No paperwork to worry about, no mailing costs, and ease with bookkeeping are assets for the online system.

"United Way is also continuing their workplace campaigns that have served us well over the last 83 years," said Connie L. Carroll, Executive Director. The new on line pledging is just an added service for our faithful givers.

This year's goal has been set at \$1,200,000. Contributions can be made on line by visiting the organization's website at www.monroeuw.org, just "CLICK ON GIVE UNITED" or "PLEDGE UNITED" to donate. For more information please contact the United Way of Monroe County at 734-242-1331.