

UNITED WAY – TV COMMITTEE NEEDS NEW BLOOD

The Tellico Village United Way of Loudon County campaign is an integral part of the overall of the support of the community and the nonprofits that provide critical social services to Loudon County individuals and families.

As you may have noticed, the Tellico Village portion of the United Way County campaign has struggled to meet its goal the last several years, in fact, missing the goal in its latest, 2019, campaign. There are undoubtedly many reasons for the shortfall - tax law changes, competing activities and, probably most dominant, the lack of a truly effective advertising/publicity campaign. Without an effective message motivating residents of the village to donate is, at best, marginally effective.

The Kahite neighborhood has a donation rate of over 50%; this compares to about a 17% rate in the balance of the village. A several point increase in this donation rate would not only make meeting the \$100,000 goal achievable, but permit us to easily exceed it, adding immeasurably to the level of assistance United Way provides to village and county residents and service organizations.

In the early years of the campaign, goals were met thanks to personal contact made between villagers and committee members. Given the growth of the village that approach does not appear to be feasible. So instead, reliance has to be placed on various communication vehicles to reach out to and motivate donors. Greater use has been made of social media as well as traditional forms of communications but, based on results, their use appears relatively ineffective. There are probably several reasons for this – the message itself as well as the channels being used to reach potential donors. This means that the current committee, while working hard, is not as effective as it can and should be. This means it need help in the form of new blood with new energy and ideas.

We invite you to join and become a part of a team that has raised over \$1.7 million for Loudon County since the founding of Tellico Village! The amount of effort required is not a significant workload since the committee is really only active between October and the end of the year, meeting approximately every three or so weeks and spending a dozen or so hours between meetings on accomplishing the work of running the campaign. The bulk of the work is performed by our superb Executive Director, Judy Fenton. She is really tireless in running the village as well as county-wide campaign.

So this message is directed to those of you in the village who want to make a contribution to the welfare of our community and assist those not as fortunate as most of us, in having a better quality of life and getting assistance in solving problems impeding it.

If you would like to join us please contact me, Dick Kolasheski, either by phone, 865-458-3482 or via email, Richard.kolasheski@aol.com to discuss being a part of this great community effort. It is guaranteed to improve **your quality of life.**