



Impact Game Instructions

Giving United or directly to United Way is the most powerful way to invest in your community. We have provided a Community Impact interactive activity you may use in your employee group meetings to demonstrate the impact a donor can make by Giving United. There has been great response to this fun activity and your United Way representative can join your employee meetings to conduct the exercise for you, if you request. Below is a description of the exercise and instructions for using the exercise in your meetings.

1. Open the Impact Game file and print each of the 13 pictures.
2. Secure twelve of the slides around the room.
3. Print the fake \$100 bills from our website toolkit and give one to each employee that is in the group meeting (you may also tape to the back of the chairs in the room before they arrive).
4. The rules are as follows: Tell them that they have one \$100 bill that they can donate to one of the twelve individuals they see on the posters. They can only choose one to support and they cannot split the bill or put their bill on more than one person.
5. Once everyone has placed their bill on a poster, they can return to their seat. From here you can look at the posters and see who did or did not “receive help” based on which posters have dollar bills and those that do not.
6. Ask a few random people in the room to share with group 1) who they chose to help and 2) would they have helped all, if they could?
7. Now tell them that they could have helped all of them if they had Given United (directly to United Way).
8. Read to them the key lessons you want to point out.

Following are the key lessons for people to walk away with from the exercise.

- Giving United is the only way to support the safety net of services in our community. In this example, one gift would have helped many.
- Many times people need services from more than one agency. While the battered wife may have needed a shelter to stay, she may have also needed personal counseling, counseling for her children and childcare.
- This exercise demonstrates how difficult it is to make a decision about who should receive funds. United Way volunteers serve on the committees that distribute the money raised in the United Way campaign. They serve for several years and the review of agencies and programs takes months because it is so in-depth. They still though have to make decisions about program funding and they are never easy decisions.
- While some of these needs are immediate and emergency type needs, others are preventive services, which are just as important. Giving to United Way (Giving United) supports all types and needs that are all very important to our community.