

May 30 2024

Dear Siouxland Businesses,

Are you looking for a way to reach **10,000 customers**? Need to **increase your Social Media presence**? Want to **support United Way of Siouxland** programs?

Become a **Giving Card Participant**. What is the Giving Card you ask?

- United Way offers Giving Cards to anyone donating \$100/year to our annual campaign as a thank you.
- Giving Card Participants are acknowledged at United Way of Siouxland company campaign rallies, reaching well over 20,000 employees and on social media.
- Giving Card Participants are listed on our website: unitedwaysiouxland.com which was viewed by 17,200 people last year.

By becoming a Giving Card participant, you **support over 30 United Way of Siouxland programs** that make a difference in the lives of our friends, neighbors, and co-workers. Last year we distributed **10,000 Giving Cards**.

It's **easy to sign up**. Decide on **your offer**, **complete the enclosed Giving Card Merchant Agreement**, and **mail it in the enclosed envelope OR email Lhass@unitedwaysiouxland.com by July 1**. Giving Card offers are from January 1, 2025-December 31, 2025.

Examples of offers include:

- \$ \$1 off a menu item
- \$ 10% off your entire meal (dine in only)
- \$ BOGO on regular priced items
- \$ The possibilities are endless, and you can customize it to fit your business.

Feel free to reach out if you have any questions. Enclosed is a copy of this year's Giving Card participants.

****Merchants & offers subject to approval by United Way of Siouxland. United Way will notify you once you submit your application.***

Thank you,

Lou Ann Hass
United Way of Siouxland

Giving Card Merchant Agreement

Please Return by July 1st

As a United Way Giving Card Merchant, I agree to:

- Provide a special offer or discount ONLY for Giving Card holders, to be valid between January 1, 2025 and December 31, 2025.
- Allow United Way to post the discount at www.unitedwaysiouxland.com
- Display my Giving Card merchant emblem prominently (provided by United Way).
- Use the Giving Card Logo in my print advertising and mention it in broadcast media.
- **Enjoy the extra traffic generated by the Giving Card!**
- **Know that I have helped our community be a better place to live, work and raise our families, because I care!**

United Way agrees to:

- Provide Giving Card merchants with social media and community promotion of your participation at no cost to merchants.
- Promote merchant participation through work-place campaigns (30,000+ local employees will be contacted), print and broadcast media, website, annual meetings, and campaign events.
- Provide a merchant emblem and any additional requested information.

Merchants please complete the following information:

Business Name _____ Phone _____

Address, City, State, Zip _____

Business Owner/Contact _____

Email _____ Website _____

Our Promotion will be _____

Signature of Business Owner/Manager Authorizing Participation

_____ Date _____

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NEW MERCHANTS MUST BE CONFIRMED BY JULY 1st

Please Mail, Deliver or Fax this form to:

United Way of Siouxland 701 Steuben Street Sioux City, IA 51101 712-255-3551

Fax: 712-255-3028

Or email Lou Ann at lhas@unitedwaysiouxland.com