

## **UNITED MADISON - ANNOUNCEMENT EXAMPLES:**

### Campaign Theme - Unity

**Title:** Hard to hate :30

"It's hard to hate someone when you hear their story." We all want to be heard and understood. Have you ever been quick to judge someone and then you learn their story and realize how wrong you were? We are all a direct consequence of how we were raised and of our experiences. We can do this Madison. Let's all make an effort to get to know someone's story." United Madison and SPONSOR

**Title:** No haters :30

Life is hard enough - we don't need haters. Certainly not here in Madison. .... that never accomplishes anything. Treat people who are different than you with respect. Make an effort to see the person inside. There is a lot more than unites us than divides us. Let's do this Madison! Let's get outside of our comfort zone and show the world how it's done. United Madison and SPONSOR

**Title:** Life is rough :30

Hey Madison friends... Life can be pretty rough sometimes. We all go through challenges no one else knows about. Get out of your comfort zone and make an effort to reach out to each other. A kind smile can be a tipping point for someone who does not see a lot of hope in their life. It can make all the difference in the world. Let's do this Madison, we can each bring our community closer. United Madison and SPONSOR

**Title:** All born equal :30

We are all born with valuable, unique gifts. Our differences are what make our Madison community interesting and rich. There is so much we could learn from each other... We just need to start paying attention to the PERSON inside of each of us--- that's it. Stop judging each other about everything from the color of our skin to what kind of car we drive to how we vote. Are you in? United Madison and SPONSOR

## Campaign theme – Personal success stories

### **Title:** Personal story elderly neighbor :60

Hang in there. I know it can be tough sometimes. When I was 15, I remember coming home from school and I wanted to play HS basketball but there was no way was going to tell my mom we needed \$120 for me to get involved. It was embarrassing. Some of my friends sold drugs to make fast money. Mom always told me to be honest and do the right thing. I decided to talk to my neighbors to see if they needed help with cutting their grass and stuff. This one elderly lady really needed help and she was really sweet – she even let me use her late husband’s lawn mower. I didn’t want to let her down. She would invite me in for lemonade after I was done and would tell me all about her kids and grandkids. She’d ask me about my future plans and was really proud when I told her I was going to MATC. For years, I would stop by to see her. I’m so glad for our relationship. It’s been a rough journey, but now I’m a director of Community Relations. It is possible. United Madison and SPONSOR

### **Title:** Local business owner from Madison :60

On the outside, I know I may seem to have it all. In reality, my journey here was not easy. I didn’t graduate high school and didn’t go to college. It would have been easier if I tried harder in school when I had the chance, but luckily I didn’t give up. I started learning about possible ways I could start a business of my own. I decided I could get into the moving industry. After I was turned down 15 times and wanted to forget it all, I tried one last time and got a loan to start my business. I now employ 100 people – some of them needed a leg up just like I did. Hang in there. Think about your future – now. It’s never too late to make your life what you want it to be. For yourself – and if you have a family – do it for them too. Make them proud. It’s never easy, but it will be worth it knowing you did it on your own. United Madison and SPONSOR

### **Title:** Focus on you :60

I knew I wanted to be a mom someday and have a great husband but one day I met a lady who did work in COMPANY and I thought she was really cool. She had a job she loved and she later also ended up getting married and having a couple of kids. I admire what she does and I wanted that too. When I was in High School, she told me this was the time in my life I needed to focus on ME and what I wanted in life. She said when I do that, the rest would follow. I really didn’t know where to start but I knew I should try to focus on getting good grades. I didn’t too well and had no idea how I’d ever afford to go to college but I worked all summer waitressing – I learned if I was really nice to the customers, they would tip well – and I saved my money. I ended up going to COLLEGE one semester at a time and applied for financial aid and scholarships. It was so hard at times. Lot of late nights – studying or working. But I did it. I wouldn’t change any of it. Today I’m JOB. United Madison and SPONSOR

### **Title:** From someone who used to be on drugs and now clean :60

When I was a teenager – I’ll admit, I was stupid. I didn’t really think a lot about my future. Things were tough at home – my parents split and I just lost control and didn’t care about anything. I got arrested for selling drugs and finally in jail I realized I needed to figure out my life. I ended up meeting a guy from CHURCH who came to visit me. I didn’t want to talk to him at first but the guy was persistent. I decided to completely change my life. I got out of jail early for good behavior and then got set up with a job training program and got a job. It felt good making an honest living. Met my wonderful wife and now I have two kids. I want to make them proud and be there for them and make sure they have a stable family. I’m lucky but I also worked hard and made tough choices – but it feels good. United Madison and SPONSOR

**Title:** Police Officer :60

When I was a kid, my brother and cousin and I loved to play cops and robbers. I always had to be the cop. I would pretend that I'd come to everyone's rescue, so we would even talk the neighbor girls into being the innocent people getting hurt or harassed by the bad guys. If the girl would kiss me on the cheek, that was the best part. I have always been that guy that wants to help people. If someone is stuck in the snow, I am always the one who pushes them out. If someone was stalled on the side of the road, I would be that guy who stopped, even if I had to go out of my way to turn around. When there is someone who has been hurt by a friend, I was always the one they could call – it didn't matter if it was 2am. They knew they could count on me. That's just how I'm wired. Most cops are just like me and we love Madison and want our community to be united and be the best it can be. That's why I do what I do every day. United Madison and SPONSOR

### Campaign theme: Family Foundations

**Title:** They need you (Dads) :60

What was the best thing your dad ever taught you?

“Do your best in everything you do”

“Stay in school or you'll struggle your entire life”

“Love yourself before you can love someone else”

“Don't spend more than you have – no credit cards unless you can pay them off each month”

“Hard work never killed anyone”

“Make sure you cook the corn exactly 8 minutes after the water boils”

“Never leave the rake upright”

“Provide for your family and give your kids a stable home – even when you don't feel like it”

“Help out your neighbor who lost her husband – mow her lawn and shovel her driveway. It's the right thing to do.”

“Save your money so you can buy a house someday – don't throw it away on dumb things”

“Marry the girl who will be your child's mother”

It's unanimous – a dad's wisdom is priceless. If your dad is not involved in your life – guys, be the dad you want to be for your kids. If you are a dad, remember just how much your kids need you. United Madison and SPONSOR

## Campaign theme: Highlighting of a non-profit, school, church or cause

*Video would be the Business Sponsor President or leader with head of non-profit or Unity Recipient with other pictures/videos/wording that reinforces the message.*

### **Highlight a Non-Profit**

Think about where you are in life right now. Most of us have had a mentor who made an impact. Maybe you are in a position right now that you really need some direction and someone to guide you.... Mentors are people who have your back and inspire you.

At ABC Company, we believe everyone should have a mentor – and Big Brothers & Big Sisters Organization does this every day - right here in Madison.

They achieve results. What does this mean? 100% of their littles graduate high school. 96% of the littles are less likely to engage in drugs and risky behavior. Sound like Big Brothers and Big Sisters has it figured out.

Mentoring provides a chance to learn from and about each other. Relationships are developed – people have someone to turn to and trust, for guidance. Let's do this Madison.

ABC Company and Big Brothers & Big Sisters with United Madison. Learn more at [UnitedMadison.com](http://UnitedMadison.com)

### **Custom Message from a Business Sponsor**

#### **Promoting Compassion and Goodwill:**

In his book **The Art of Happiness**, Dalai Lama states: "Love and compassion are necessities, not luxuries. Without them, humanity cannot survive."

For our community to really thrive, we all need to get involved – in big and small ways.

At ABC Company, we've seen what this can look like for communities in the Madison region and we encourage all businesses and individuals to explore this.

Giving back not only monetarily but with your TIME.

Building relationships and getting to know others through listening and mentoring - - - as a coach or Big Brother or Sister – spending time with others while learning from each other.

Compassion leads to understanding and lifting up on one another. At ABC Company we may offer just about every kind of insurance there is from personal to business but more importantly we value long-term, stable relationships built over time and based on trust.

Let's do this. United Madison and ABC Company - Learn more at [unitedmadison.com](http://unitedmadison.com)

## **Combination Unity/Highlight Non-Profit Example**

*Once the audio is confirmed, a full audio/video will be provided.*

At ABC Company, we believe we are all born with valuable, unique gifts. Our differences are what makes our Madison community interesting and rich. There is a lot we could learn from each other when we get involved in our community and pay attention to the PERSON inside everyone we meet ....

We encourage everyone to have this perspective and get involved. We see some good stuff happening in our Madison community -

Such as United Way as they continue their mission to unite the community and change lives. Last year, they handled over 40,000 calls through their 2-1-1 resource and helped 469 adults find placement through their HIRE Education Employment Initiative.

And MUM – Madison Urban Ministry is making a big difference – such as helping people who have been in jail find jobs and provide support to help them turn their lives around while reducing the reincarceration rate from 65% to 7%.

Let's do this Madison! United Madison and ABC Company

## **Campaign theme: "Life Survival Tips"**

*Talent used for Live Survival messages - different people who would best resonate with message or who would be best to deliver the message.*

### **Life Survival Tip #1 :30 ATTITUDE VIDEO SAMPLE AVAILABLE TO VIEW**

You get what you give. It may seem like you only hear this from teachers or parents, but having a good attitude really can make a big difference in your life. Have a bad attitude, that's what you get back. A good attitude can help you actually learn something, can help you land a decent job and give you opportunities. Like it or not, that's how it's done. This mindset helps you become surrounded by people who can make your life what you want it to be. If you have not tried it, maybe it's time you did. United Madison and SPONSOR

### **Life Survival Tip #2 :30 RESPECT**

Yeah, I sound like a kindergarten teacher here, but the older I get the more I know it's golden: Treat other people the way you want to be treated. You accomplish so much more when you talk to others with respect. Doesn't matter who they are – your parent, that scary kid that looks like a punk, your coach, janitor, police officer, teacher or boss. You get much further in life when you do. Really. Trust me, I know. United Madison and SPONSOR

### **Life Survival Tip #3 :30 TEEN GIRLS**

I have a tip for teen girls. . . As hard as it can be, stay focused on YOU. Learn who YOU are before jumping into a serious relationship. Take time to explore what interests you and then talk to someone to figure out how to apply it to your life. It can be difficult to do this if you are head over heels focused on a guy. There is a world out there that needs what only YOU can give it. Remember, there is only one YOU – don't waste any part of what makes you great. United Madison and SPONSOR

### **Life Survival Tip #4 :30 TEEN GUYS VIDEO SAMPLE AVAILABLE TO VIEW**

Guys, this one is for you. . . . we are talking relationships. You know that girl you can't get out of your mind? Ok now . . . think about your sister or cousin. That girl you like is someone's sister or cousin. Treat her the way. There are a lot of cool qualities about her – take time to get to know those qualities. Respect her, don't make empty promises and remember she's a person who deserves the same treatment you would want a guy to give your sister. United Madison and SPONSOR

### **Life Survival Tip #5 :30 CONFLICT RESOLUTION**

It's true, in life we won't always agree. We may be really upset with someone else - - and have good reason for it. So, now what? **First** – PAUSE or things can go downhill fast. **Second** – put yourself in the other person's shoes. **Third** – when calm, talk directly to the person you have an issue with. No threats, no getting others involved – just talk it through with a goal of resolution or compromise. United Madison and SPONSOR [unitedmadison.com](http://unitedmadison.com)

### **Life Survival Tip #6 :30 INTEGRITY**

Have you heard the saying "Integrity is doing the right thing, even when no one is watching?" It can be hard to tell the truth - - especially if you've screwed up royally and are afraid of the consequences, right? Just bite the bullet and face it. Trust me. Your integrity is the most important trait you can hang your hat on. Fess up, apologize, make it right, learn from it – and don't do it again. Then forgive yourself and move on. Let's do this Madison. United Madison and SPONSOR [unitedmadison.com](http://unitedmadison.com)