



UPCA Resources

Sample 'What's in it for me?' Statements

- 1. How large of an issue is the cause in the community?**
 - a. Sheriff Watkins reported we had 7 underage drinking car accidents last month. We can prevent this from happening while enriching our community.
- 2. How much will the community benefit from action on this cause?**
 - a. The community is in need of new baseball field signage. We can provide new signage to support our baseball team and provide resources to parents on vape prevention while they support their children.
- 3. How does their time or services directly affect the success of the cause in the community?**
 - a. As a cornerstone business in our community, your leadership and involvement ensure success and growth for our community on this topic.
- 4. How does the issue affect them, their family, or their business?**
 - a. Our daughters are in the same 6th grade class – did you know 17% of 6th graders in our area report to have taken someone else's medication in the last 60 days?
- 5. What is your heart statement? If you have one, share a personal story or compelling data point. Make an emotional connection. This can help them feel connected to the issue, like a "call to arms."**
 - a. I chose to be involved in this cause to honor my brother who tried to commit suicide his freshman year in college. Because of resources he had in his community he is now married with two children of his own.