

NATIONAL FOOTBALL LEAGUE & UNITED WAY *Lend a Hand Campaign*

The National Football League and United Way of America have launched the second series of the *Lend a Hand* campaign—an innovative public awareness and engagement strategy designed to inspire Americans to get involved in strengthening their own communities.

Each of the ads in the *Lend a Hand* campaign conveys the message that one person alone cannot solve the problems faced by communities and overtly asked the viewer for help. To challenge the audience with a clear next step, the ads encourage viewers to visit unitedway.org to find ways to get involved in the community.

After only four months of the inaugural campaign, the number of visits to United Way's website had increased by 63% and the number of unique visitors clicking the site's volunteer button increased by 37%. Referrals to local volunteer opportunities increased by 27%. (Referrals are the closest statistic to actual engagement of individuals that can be easily measured.)

Each of the ads in the *Lend a Hand* series is focused on a specific issue that United Ways are tackling in communities across America and each one dramatizes the point that solving community problems requires collective community action. The four new issue-based spots in the *Lend a Hand* campaign are:

- “After-School Care” featuring the Dallas Cowboys’ ROY WILLIAMS
- “Crisis Response” featuring the New York Jets’ JONATHAN VILMA
- “Senior Support” featuring the Chicago Bears’ ROBERTO GARZA
- “Teen Mentoring” featuring the Pittsburgh Steelers’ TROY POLAMALU

The NFL furnishes the airtime at no cost to United Way and all NFL representatives appearing in the ads are volunteers. In 2005, the NFL allocated \$30.5 million in media airtime to United Way extending their reach into 83% of American households. This includes valuable out-of-game inventory that reaches women and other “non avid” fans. No other vehicle has been more effective providing visibility and support for United Way.

NFL and United Way Launch First Joint Spanish-Language Campaign

This September, as part of their annual multi-media community outreach campaign, the NFL and United Way will launch their first Spanish-language public service advertising series encouraging Latinos to volunteer through United Way. The TV, radio and print ads feature Chicago Bears center Roberto Garza.

In concert with the release of the new ad campaign, UWA is launching a new website, unitedway.org/espanol. The majority of the traditional pages found on unitedway.org will be available in Spanish including information about volunteer opportunities in local communities.

The NFL recently launched NFLatino.com so Spanish-speaking fans will have the opportunity to view the campaign on both sites. The new Spanish TV ad will air on ESPN Deportes and Telemundo. The radio ads will air on Univision Radio.

For more information about the NFL/United Way partnership, visit unitedway.org/nfl.