



PEER REFERRAL GROUP

Passionate about Women United (WU)?

You can help raise awareness about the needs of local single mothers and their children and increase the impact of our work!

HERE'S HOW:

1. BE A CHAMPION

A few simple steps can make a big difference!

Help raise awareness of WU's mission and the impact our work has on mothers and children in need. Here are a few simple ideas.

Follow United Way of Southern Maine and share Women United social media posts. Encourage peers and colleagues to follow on Instagram, Twitter, Facebook or LinkedIn.

Use the social media template to post and share our storytelling videos on Facebook, Instagram, Twitter, and LinkedIn. If you need help using social media to share contact Alexandra Turnbull. See Ambassador Guide for more information.

Drive peers and colleagues to our website to learn more about our mission and work.
<https://www.womenunitedsm.org>

2. INVITE A FRIEND

Invite friends and colleagues to join you as a member of Women United!

Step 1 - Identify: Think of your friends, neighbors, and colleagues—who might be interested in WU? See [Ambassador Guide](#) for more information.

Step 2 - Connect: Email, text, or call the friends you've identified using WU templates. Easy! See [Ambassador Guide](#) for more information.

Step 3 - Invite: In person upcoming WU event, individual coffee, lunch, or a drink. You can always invite a member of the Steering Committee or Membership & Engagement Committee to join you or connect with a committee member to meet.

Step 4 - Solicit Prospect: If there is interest, let the WU Donor Engagement Manager, Alexandra Turnbull, know. She can connect the person with WU giving website and get the individual signed up!

Alexandra Turnbull
Women United Donor Engagement Manager