

Year Slogan

1943 "It Takes More Than Bullets"
1944 "Give once for all; give all you can."
1945 "Give"
1946 "Give Once, For All--Through Your Community Chest!"
1948 "Give-Give Enough"
1948 "Everybody Benefits--Everybody Gives"
1948 "Give to Let Others Live"
1949 "10,000 Fair Share Pledges -- Not Hasty Cash Gifts"
1949 "Everybody Benefits -- Everybody Gives"
1951 "Love Thy Neighbor, Love Costs Money"
1965 "One Gift Works Many Wonders"
1968 One Gift Works Many Wonders
1969 "You help more the UNITED way"
1969 "If it is to be, it is up to me"
1970 "If you don't do it, it won't get done."
1973 "Be An Angel"
1980 "Reaching Out"
1981 "We Are Family"
1982 "Ever Wonder Who Cares? You Can Count on Us"
1983 "Building a Better Tomorrow."
1984 "Making a Difference"
1985 "We're Building a Strong Community 23 Ways"
1986 "The United Way: A Way of Caring"
1987 "Giving Our Best...The United Way"
1988 "Together...We Can Make a Difference"
1989 "Making Tomorrow Better, Today."
1990 "Now More Than Ever...The One Way...The Right Way...The United Way."
1990 "We Can"
1991 "Mission: Possible"
1992 "Bring the Facts to Light"
1993 "People Helping People...The Next 50 Years"
1994 "People Helping People...A Partnership in Community Caring"
1995 "Reaching Those Who Need Help. Touching Us All."
1996 "Helping Hands. Changing Futures."
1997 Choose to Make a Difference. Choose the United Way.

Slogan as per Brochures (Caroline)

"An Investment in Our Community"
"Reach Out...and Touch a Life"

"Ever Wonder Who Cares? You Can Count On Us"
"Build a Better Tomorrow"
"Making a Difference"
"We're Building a Strong Community 23 Ways"
"The United Way: A Way of Caring"
"Giving Our Best...The United Way"