



Hello,

Welcome to the eleventh edition of our 211 newsletter, where we share information on 211 services and benefits, funding updates, and opportunities for you to become an advocate for 211.

211 Brand Refresh

Have you seen 211's new look?

It's official. United Way's new 211 branding has been launched!

After months of research, development and testing, United Way Worldwide recently revealed a 211 brand refresh at the National 211 Leadership Summit in Atlanta. The work was done in close collaboration with the National 211 CEO Partnership with the goal of modernizing the 211 brand to better reflect all the services and assistance that 211s provide today, as well as driving awareness by creating tools for marketing 211 services.

The result is a refreshed look and feel that better reflects 211's evolution, and includes a new logo, tagline and supporting messaging.

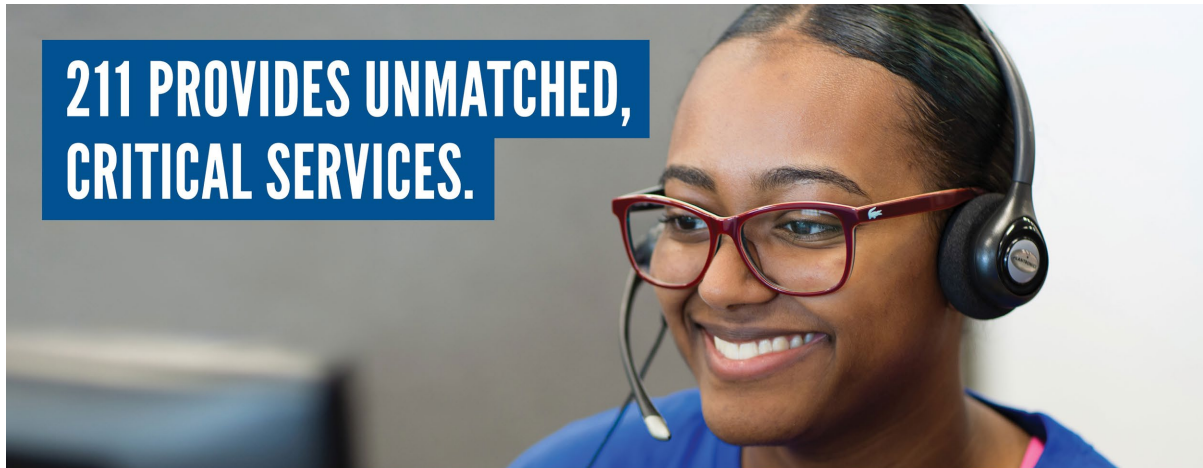


Get Connected. Get Help.™

The 211 branding also includes a new consumer-tested tagline – “**Get Connected. Get Help.**” – which is more active and more results-oriented than the previous tagline, “Get Connected. Get Answers.”

To better align with 211's expanding digital strategy, the term "2-1-1" which is often associated with a phone number, **will now be expressed in written form as "211" only**. This helps to reinforce that 211 is accessible in more ways than by phone, such as by text and online. This approach is also consistent with how other N11 services, such as 311, 411, 511 and 911 are promoted.

United Way of Lake County is in the process of adopting the new 211 branding for our own 211 marketing materials. We are excited to share our progress with you soon!



211 Provides Unmatched, Critical Services

Every day, millions of people across North America struggle to find affordable childcare, access healthcare, buy healthy food, and secure a job that pays the bills and other essential needs. 211 is an unmatched critical service to help.

In 2018 alone, 211s in the U.S. answered more than **11 Million** calls and almost **1 Million** texts, chats and emails, helping millions of people with life-changing support. There is no other network in the country that has a similar pulse on America's needs.

By connecting people in need with the best resources available to them, 211 helps make the social services ecosystem more efficient and effective so resources can go farther.

211 is a vital service that is available in communities all across the country. United Way of Lake County is proud to bring 211 here to our community, too.

Watch for an update on our implementation in next month's issue!



Our Community of 211 Donors

United Way of Lake County is grateful to the following community partners and individuals for their generous financial support in bringing 211 to Lake County:

- Advocate Aurora Health
- Astellas
- AT&T
- Benton Township
- BMO Harris Bank
- Comcast
- First Midwest Bank
- Healthcare Foundation of Northern Lake County
- Lake County Government
- Lake County Workforce Development
- Libertyville Township
- Lundbeck
- MacLean-Fogg Component Solutions
- Moraine Township
- NorthShore Highland Park Hospital
- Northwestern Medicine Lake Forest Hospital
- Peoples Gas and North Shore Gas Community Fund
- Sysmex America, Inc.
- Trustmark Companies
- United Way of Lake County
- Vernon Township
- Village of Gurnee
- Warren Township
- Wauconda Township
- Waukegan Township
- West Deerfield Township
- Zion Township
- Chuck and Teresa Bartels
- Judy and Larry Berliant
- Irene Hrusovsky
- Joe and Sherry Pray
- Mark and Sarah Schweitzer
- Karen and Andrew Warrington
- Mike Zafirovski

Partner Spotlight



“We are proud to support the United Way 211 service initiative. When our constituents are in crisis they need a fast response. In the past, our constituents would have trouble connecting to valuable services. Now they will be able to dial one number and get to a resource that will help them deal with their specific situation. Our partnership with United Way on this program will be a lifeline for these constituents.”

– Jonathan Altenberg, Vernon Township Supervisor

How Can You Help?

1. Share this email and encourage your network to [opt-in to 211 communications](#).
2. Follow United Way of Lake County on social media to receive more timely 211 updates.
(Click the social icons below.)
3. [Help to sustain 211 in its second year!](#)
4. **Invite us to present 211 to your company.** [Click here to submit a request.](#)



Best regards,

Deanna Olmem

Manager, Community Investments and Safe & Stable Families
