



:30 PSA Script - "Join the Fight - Charity Case" Marketing Toolkit

Person 1: I am not your charity case.

Person 2: I am not your excuse to buy a new dress for the annual fundraiser.

Person 3: I am not the poster child for your big donation.

Person 4: I am out of debt and in my own home.

Person 5: I am off opioids.

Person 6: I'm graduating on time and on my way to a great job.

All: I am (x2)... we are (x3)...

Person 1: ... what it means to LIVE UNITED®.