

United Way Campaign 2020

October 19 - November 6

UW Representatives - Communication Package

Please use these resources as you see fit for your site. This content is merely a suggestion in order to help ease the burden of communicating about United Way within your group. Feel free to edit and customize the messages to align with your site and site leader. **If you are going to customize any of this content please download a copy of this presentation** to your computer so we can maintain the master file within SharePoint for all UW Reps to utilize. If you have any questions or comments, please email [Brianna Reeves](mailto:Brianna.Reeves).

Communication Plan

Emails

[Local Site Event Schedule \(9/6\)](#)
[Campaign Launch Tomorrow \(9/17\)](#)
[Local UW Stories](#)
[What Giving Means to Me](#)

Marketing Materials

[Campaign Dates \(Poster\)](#)
[Direct your Contributions \(Poster\)](#)
[What is UW and where does my money go? \(Poster\)](#)
[How to Give \(Poster\)](#)
[Local Event Schedule \(Poster\)](#)

[Local United Way Team Profiles \(Poster\)](#)
[Local Charities - Where does my money go locally? \(Poster\)](#)
[Campaign Dates \(Table Tents\)](#)
[How to Give \(Table Tents\)](#)
[Local Event Schedule \(Table Tents\)](#)

Communication Plan

Red rows = Your Responsibility

Planned Communications

Date	From	Message	Medium
8/17	TGI	UW Date Announcement (about campaign)	Email, 1st Up, & XXX
10/13	TGI	Coming Soon & Announce local site coordinators	Email, 1st Up, & XXX
10/15	Site	Campaign Launch Monday (Local Event Reminder) & Local Site Event Schedule	Email from Site Leader or Site Rep & Posters, Table Tents, Digital Signage, etc.
10/19	TGI	Go Live	Email, 1st Up, & XXX
10/26	TGI	One week left	Email, 1st Up, & XXX
10/30	TGI	Last Day to give	Email, 1st Up, & XXX
11/5	TGI	Campaign Wrap Up and Thanks!	Email, 1st Up, & XXX

Other Communications

From	Message
Site	Customize and Distribute Marketing Materials - Posters, Table Tents, Digital Signage, I DONATED stickers, etc.
Site	Printed Emails - Print and post all communications delivered by UW core team
Site	Local Event Features - After every event the UW rep will deliver a quick write up about event and at least one picture. These will be featured as XXX articles or distributed poster pack for sites.

Optional Deliverables

From	Message
Site Leadership	Local UW stories - Where your money goes, local information provided by your UW partner
Site Leadership	What giving means to me - At least one feature from the site leader, can be a series from several site leaders, can be a collage printed on a poster or emailed to site
Site UW Rep	What giving means to me - Sharing your story about what giving means to you and why you care about the UW campaign

Email: Local Site Event Schedule

Email Details

- **From:** Local Site Leader
- **Subject:** United Way Campaign Coming Soon - Planned Local Events

How to use this template

1. **Customize:** Update the names and location in the template spaces below
2. **Copy Content:** Click Inside the email body → Select all content (Ctrl + A) → Copy email (Ctrl + C)
3. **Set up Email:** Open a new email window in Outlook → Click your mouse within the body of the email draft window → Paste all copied text into email (Ctrl + V) → Add your Site distribution list to the Blind Carbon Copy (BCC) Line (Options → Show Fields → BCC) → **Press Send** - Way to go!

United Way Campaign 2020: October 19 - November 6

Campaign Coming Soon: What is United Way and our planned local events

XX Site,

Each year XXX takes part in a two week United Way giving campaign for US sites. This year, the United Way Campaign begins Monday, October 19 and continues through Friday, November 6. We will be holding local events and various giving opportunities to support United Way in making a lasting impact in our community.

What is United Way?

United Way is a nonprofit organization that works with almost 1,200 local United Way offices throughout the country in a coalition of charitable organizations to pool efforts in fundraising and support. Each local United Way supports a wide range of causes – providing the opportunity for each contributor to decide what charity or cause their money goes towards.

How does our local United Way contribute to our community?

Insert details here from your local United Way Resource about what charities the local United Way helps. Essentially, where their money goes when they give to your specific local United Way.

Local Event Schedule

- **October 19, 2020 @ 2:00 PM ET: Kick-off event in the XX room.** I will be introducing (Speaker Name) from the (charity name) charity. This will be a great way for you to understand how your contributions will impact the local community.
- Add all scheduled events here

Thank you,

Site Leader Name
XX Site Leader

Email: Campaign Launch Monday

Email Details

- **From:** Local Site Leader
- **Subject:** United Way Campaign Starting Tomorrow - Planned Local Events

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United Way Campaign 2020: October 19 - November 6

Campaign Starting Monday - Check out our planned events!

XX Site,

The United Way campaign begins Monday, October 19, 2020. We will be holding local events and various giving opportunities to support United Way in making a lasting impact in our communities.

Local Event Schedule

- **October 19, 2020 @ 2:00 PM ET: Kick-off event in the XX room.** I will be introducing (Speaker Name) from the (charity name) charity. This will be a great way for you to understand how your contributions will impact the local community.
- Add all scheduled events here

How to Give

- Payroll deduction
 - **Recommended Approach:** Employees can access the online United Way digital form to elect for a one-time or recurring payroll deduction. If you want to direct this contribution to a specific community or charity you can search using the online form. Link will be distributed tomorrow, the first day of the campaign, from the United Way 2020 Corporate team.
 - Employees can fill out a paper form to elect for a one-time or recurring payroll deduction. Paper forms will be distributed during the campaign. If you want to direct this contribution to a specific community or charity, please speak with your local United Way Representative.
- Cash or Check
 - This is a one-time donation. Can be given as a part of a local organized event or in the place of a payroll deduction. If you want to direct this contribution to a specific community or charity, please speak with your local United Way Representative.

Thank you,

Site Leader Name
XX Site Leader

Email: Local UW Stories

Email Details

- **From:** Local Site Leader or United Way Rep
- **Subject:** Our Local United Way - How they give to our community

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United Way Campaign 2020: October 19 - November 6

Local United Way Stories

XX Site,

Thank you all for your participation, so far, in this year's United Way campaign. While this is a national campaign, the impact can be felt in our community. You can direct contributions in support of specific communities or even groups in the community. Talk to your local United Way Representative to learn how you can direct your contribution.

Local United Way: United Way of XX

Our local partner is the United Way of XX. With this partnership we are able to see directly where our money goes when we contribute locally. To give us a better understanding of how our specific local United Way chapter gives back here is a list of the top 5 local charities that they support.

- Charity 1
- Charity 2
- Etc.

Local United Way Giving Back

Here you can feature a story from your local United Way resource about how they contribute to your community.

Local Event Schedule

- **October 19, 2020 @ 2:00 PM ET: Kick-off event in the XX room.** I will be introducing (Speaker Name) from the (charity name) charity. This will be a great way for you to understand how your contributions will impact the local community.
- Add all scheduled events here

Thank you,

Site Leader Name
XX Site Leader

Email: What Giving Means to Me

Email Details

- **From:** Local Site Leader or United Way Rep
- **Subject:** United Way - What Giving Means to Me

How to use this template

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United Way Campaign 2020: October 19 - November 6

What Giving Means to Me

XX Site,

Thank you all for your participation, so far, in this year's United Way campaign. I wanted to take a moment and talk about the importance of giving back to our community and what it means to me.

At XXX we pride ourselves on giving back to the communities where we work. Our leaders strongly believe that you live, work, and play in your community, so you should take the responsibility for taking care of it. Simple tasks like picking up litter and debris along the roads and parks can help a lot. It's amazing how something as simple as donating your spare time can really make an impact on others' lives. It is truly a rewarding feeling, and everyone should experience it.

I have been an active volunteer for many years. I enjoy devoting my time to others and helping any way I can. I think everyone should participate in community service. Giving back to your community is important.

Add story about how you volunteered time or money and saw your contributions enrich the lives within your community.

Thank you,

Site Leader Name
XX Site Leader



XXX 2020 UNITED WAY CAMPAIGN

***October 19 -
November 6***

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XXX 2020 United Way Campaign

October 19 - November 6

**While this is a
national campaign,
the impact is felt
in your local
communities!**

*Donors can direct
contributions in support
of specific communities
or even groups in their
community. Talk to your
local United Way
Representative to learn
how you can direct your
contribution.*

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XXX 2020 United Way Campaign

October 19 - November 6

What is United Way?

United Way is a nonprofit organization that works with almost 1,200 local United Way offices throughout the country in a coalition of charitable organizations to pool efforts in fundraising and support. Each local United Way supports a wide range of causes – providing the opportunity for each contributor to decide what charity or cause their money goes towards.

Where does my money go?

Here is how your money is directed for each dollar you donate.



LIVE UNITED

United
Way



XXX 2020 United Way Campaign

October 19 - November 6

How to Give



Payroll Deduction

Recommended Approach: Employees can access the online United Way digital form to elect for a one-time or recurring payroll deduction. If you want to direct this contribution to a specific community or charity you can search using the online form. Link will be distributed during the campaign.

Employees can fill out a paper form to elect for a one-time or recurring payroll deduction. Paper forms will be distributed during the campaign. If you want to direct this contribution to a specific community or charity, please speak with your local United Way Representative.



Cash or Check

This is a one-time donation. Can be given as a part of a local organized event or in the place of a payroll deduction. If you want to direct this contribution to a specific community or charity, please speak with your local United Way Representative.



XXX 2020 United Way Campaign

October 19 - November 6

Local Event Schedule

Kick-off event

October 19 @ 10 AM

Details

Event Title

Date & Time

Details

Event Title

Date & Time

Details

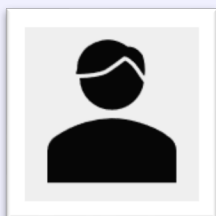




XXX 2020 United Way Campaign

October 19 - November 6

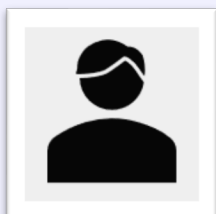
Our Local United Way Team



Site Leader: SITE LEADER NAME

My Role: Attend any events, reinforce the importance of this campaign, and encouraging our site team member to support this initiative.

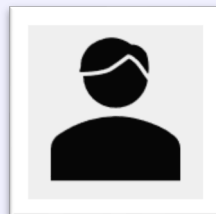
What Giving Means to Me:



Site United Way Representative: YOUR NAME

My Role: Responsible for managing the campaign and coordinating events and activities for our site.

What Giving Means to Me:



Site United Way Admin: YOUR NAME

My Role: Responsible for collecting all monies from the site and accurately tracking and reporting donations

What Giving Means to Me:





XXX 2020 United Way Campaign

October 19 - November 6

**The charities that our
local United Way
supports:**

- One
- Two
- Three

**While this is a national
campaign, the impact is
felt in your local
communities!**

Donors can direct
contributions in support
of specific communities
or even groups in their
community. Talk to your
local United Way
Representative to learn
how you can direct your
contribution.

October 19 - November 6

United Way XXX 2020 Campaign



October 19 - November 6

United Way XXX 2020 Campaign



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Donors can direct contributions in support of specific communities or even groups in their community. Talk to your local United Way Representative to learn how you can direct your contribution.

United Way 2020 Campaign

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October 19 - November 6

United Way XXX 2020 Campaign



October 19 - November 6

United Way XXX 2020 Campaign



Donating using Payroll Deduction?

Recommended Approach:

Elect for a one-time or recurring payroll deduction. If you want to direct this contribution to a specific community or charity you can search using the online form. Link will be distributed during the campaign.

Donating with Cash or Check?

This is a one-time donation. Can be given as a part of a local organized event or in the place of a payroll deduction. If you want to direct this contribution to a specific community or charity, please speak with your local United Way Representative.



United Way
Campaign
XXX 2020

October 19 - November 6



United Way
Campaign
XXX 2020

October 19 - November 6

Local Event Schedule

Kick-off event

October 19 @ 1 PM

Details

Event Title

Date @ Time

Details

Event Title

Date @ Time

Details

Donating using Payroll Deduction?

Employees can fill out a paper form to elect for a one-time or recurring payroll deduction. Paper forms will be distributed during the campaign. If you want to direct this contribution to a specific community or charity, please speak with your local United Way Representative.