



# Communication Plan

Red rows = Your Responsibility

## Planned Communications

Date	From	Message	Medium
8/17	TGI	UW Date Announcement (about campaign)	Email, 1st Up, & MyTriumph
10/13	TGI	Coming Soon & Announce local site coordinators	Email, 1st Up, & MyTriumph
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, & MyTriumph
10/26	TGI	One week left	Email, 1st Up, & MyTriumph
10/30	TGI	Last Day to give	Email, 1st Up, & MyTriumph
11/5	TGI	Campaign Wrap Up and Thanks!	Email, 1st Up, & MyTriumph

## Other Communications

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

## Optional Deliverables

From	Message
Site Leadership	<b>Local UW stories</b> - Where your money goes, local information provided by your UW partner
Site Leadership	<b>What giving means to me</b> - 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	<b>What giving means to me</b> - Sharing your story about what giving means to you and why you care about the UW campaign

















LIVE UNITED

United  
Way



# 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.

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# 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*

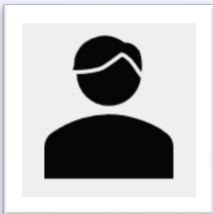
### Our Local United Way Team



#### **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.

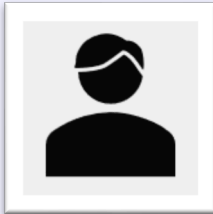
**What Giving Means to Me: ....**



#### **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: ....**



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Way



# 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 Campaign XXX 2020



October 19 - November 6

# United Way Campaign XXX 2020



## **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.*

## **United Way 2020 Campaign**

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 communities.

*October 19 - November 6*

United Way  
Campaign  
XXX 2020



*October 19 - November 6*

United Way  
Campaign  
XXX 2020



## 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.*