

CAMPAIGN RESOURCES

United Way of Thunder Bay has many resources that you can use during your campaign. Take a few minutes to review everything available and decide on the resources that will help you achieve your goals more efficiently and effectively.

You can find some of what you need in this package you have received and almost all of it online in the cam-paign toolkit at uwaytbay.ca

For events and activities

- Videos—campaign videos, speaker videos, thank you videos.

For emails, letters and speeches to ask for support and to thank

- Key messages, stories and fact sheets about United Way's work in the community.
- Donor Impact Statements.
- Annual Report.
- United Way templates for emails, letters and presentations.
- United Way logo and banners.

For support with your communications plan

- Communication strategies.
- Donor Information Brochures.
- Posters and thermometers.

Communication tips

- Find out what inspires you about the work of United Way.
- Use stories to create a personal connection to the impact of United Way and include key messages when you make the ask.
- Choose themes and content that will inspire your audience and move them to action.
- Share information using existing and effective methods of communication to reach your colleagues.

Managing Campaign Finances

A very important part of running a United Way campaign is handling all the financial details. Use the **2018 Finance Guide** (available on United Way's website), to better understand pledge forms, submit donations, Gift-in-Kind tax receipts, tax benefits, payroll deduction information, special event and licences.

Want more resources for your campaign? Review our online toolkit at

uwaytbay.ca