



**United Way**  
Thunder Bay

# Communicating About United Way

Develop a communications plan to think strategically about your audience and how to tailor your United Way messaging to inspire your audience and move them to action.

## **Promote United Way's work in the community within your workplace by:**

- Watch a speaker video, book a speaker or consider an agency tour. There is a good chance that a United Way funded agency is located near your workplace. Speak with your United Way staff partner to see if your campaign qualifies.
- Asking people in your workplace to share their personal United Way stories and experiences at key campaign events (kick-offs, Ambassador training, Agency Tours, Day of Caring®, etc.).
- Weave United Way's messaging and facts in all correspondence, speeches and training sessions.

## **Communicate within your workplace:**

- Use existing channels of communication that your organization finds most effective (i.e. email, voicemail, staff meetings, newsletters, etc.) to promote your United Way campaign and build awareness about the impact United Way is having in the community.
- Take a coordinated approach to balance the amount of messaging to prevent excessive communication.
- Display print materials, progress thermometers and posters in prominent locations. A bulletin board in your reception area could provide a daily campaign update. Be sure to keep thermometer results updated.
- Show the campaign video to demonstrate the impact of United Way. This is a terrific way to get the United Way message out to your employees. Get some time on the agenda of existing meetings or arrange a special meeting to give your employees a chance to view the video.
- Provide opportunities for employees to share their perspective about why they support United Way. Have employees who participate in Day of Caring® or Agency Tours speak or write about the impact United Way is having in our community with their colleagues at campaign events, in newsletters or through creative videos or presentations.
- Place stories in your organization's publications to communicate your message. Key campaign dates, volunteer recognition pieces and articles showing how United Way helps people will keep your staff well informed and motivated. Profiling employees who have been helped or volunteer at a United Way agency puts a human face on the campaign and helps encourage giving.
- Ensure everyone is aware of and excited about your earlybird prize (for submitting their pledge by a certain deadline).
- External communications to the media and your customers can be valuable for your organization's reputation. If you are organizing an interesting special event with great visuals, it could be media-worthy. Maximize the benefits of social media to build awareness about your campaign and highlight your successes. Follow UWAYTBAY on Facebook, Twitter, LinkedIn and Instagram.

**Want more resources for your campaign?**  
[uwaytbay.ca](http://uwaytbay.ca)