



**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:**

- Book an impact speaker or consider attending a Seeing Is Believing Tour. There is a good chance that a United Way community partner agency is located near your workplace. Speak with your United Way staff manager to make arrangements.
- Gather your colleagues and join a United Way special event such (visit our website for current events happening).
- Weave United Way's messaging and facts in all correspondence, presentations 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, social media pages, etc.) to promote your United Way campaign and build awareness about the impact United Way is having in the community.
- 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 a 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.
- Place impact stories in your organization's publications to communicate your message. Key campaign dates and incentives will keep your staff informed and motivated.
- Offer an earlybird prize (for submitting their pledge form 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 United Way Thunder Bay on Facebook and Instagram for ideas and inspiration.

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