

Publicity Guidelines for United Way Partners



United Way
of Southeastern Connecticut

United Way of Southeastern Connecticut and our partner programs and member agencies form a powerful network. By working together, we can reinforce messaging, help to promote each other, and increase our reach in the community. Agencies or organizations receiving United Way support in the form of dollars and/or food should attempt to adhere to these guidelines in communications related to the supported program or agency.

What can United Way do for you?

As a United Way partner, you have been carefully reviewed and/or inspected by United Way volunteers and staff. We want to be your partner not just in terms of funding, but in terms of sharing our messages and information with the community.

We understand that time and resources can be tight, and therefore we want to help promote your funded program(s) and the important work you're doing. To that end, United Way:

- Lists your agency, address, description, and link to your website on our website.
 - Please be sure this information is accurate and up-to-date and let us know of any changes.
 - Link for United Way partner programs: <http://www.uwsect.org/partner-programs>.
 - Link for Food Center members: <http://www.uwsect.org/food-center/food-distribution-sites>.
- Lists your agency and funded program(s) in print materials including, but not limited to, the United Way Campaign Brochure and United Way Annual Report, the two most widely-distributed print materials.
- Recognizes United Way partner programs at special events including the Campaign Appreciation and Awards Event, Campaign Coordinator Breakfast and the Campaign Kickoff.
- Mobilizes volunteers for *Day of Caring* projects at your agency.
- Shares your information on social media. We follow, like, and connect with all of the partner programs that we are aware have a social media presence. If we do not, please let us know so that we can connect with you.
- Will post your training, workshop, informational session, etc. on United Way's social media. Please send that information to the contacts listed at the bottom of this document or reach out to us via social media channels.

General Publicity guidelines and use of United Way logo

Mention United Way of Southeastern Connecticut (using our complete name) as a funding source in publicity and press materials related to the funded program. Language could appear as follows: "Funding for [name of program] has been provided, in part, by United Way of Southeastern Connecticut."

Include the United Way logo on print materials. If you have individual print materials for the funded program, please insert the logo there. If you have one, agency-wide print piece such as a brochure encompassing all of your work, please insert the logo on it.

The logo should always appear as it does on the front side of this document in the upper right corner, with the geographic identifier beneath the rectangular logo:

- Preferred logo is full color (use CMYK version)
- One-color logo uses PMS #287
- Black & white logo is acceptable when only black and white reproduction is available

Display “United Way Helps Here” signs or decals provided by United Way at the entrance of your agency and at all sites where programs funded by United Way take place. If you need signage, please refer to the contact information at the end of this document.

Website

Display the United Way logo on your agency’s website homepage, with a link to United Way’s website (www.uwsect.org). If possible, also display the logo on internal page(s) specific to the funded program(s).

Add a link on your agency’s website to 2-1-1 (www.211ct.org), the free, 24-hour information and referral service funded by United Ways in Connecticut and the State of Connecticut. This is a great resource to make available to your clients and web visitors.

Please use the RGB version of the United Way logo for electronic purposes including website display, email, and on-screen presentations.

Social Media

Please connect with us on the following social media and share, retweet, etc. our posts when appropriate:

- Facebook: www.facebook.com/unitedwaysect
- Twitter: @unitedwaysect
- Pinterest: www.pinterest.com/uwsect
- Instagram: www.instagram.com/unitedwaysect
- LinkedIn: search for United Way of Southeastern Connecticut’s business page

We are more than happy to follow you in return and to share your posts, when appropriate, if we don’t already. Simply let us know so that we can connect with you.

Use the hashtag **#LIVEUNITED** in posts relating to United Way.

Contact Information

For information or resources relating to United Way partner programs, contact Anne at anne.stockton@uwsect.org.

For information or resources relating to Food Center members, contact Jennifer at Jennifer.blanco@uwsect.org.

For logos, changes to the website, and additional social media information, contact Jill at jill.davoll@uwsect.org.