MARKETING AND PR BENEFITS TO CERTIFIED NONPROFIT PARTNERS

As a Certified Nonprofit Partner, you have exclusive marketing and PR benefits with United Way. United Way partners with more than 450 employers to raise money through their workplace giving campaigns. These campaigns allow you to inform donors about your agency’s work, share success stories and report outstanding results. In addition, United Way produces campaign materials, hosts special events, creates website and social media updates and works with local media to showcase the great work our certified nonprofit partners are doing.

CAMPAIGN MATERIALS

In the United Way donor brochure, donors will find a complete list of United Way’s Certified Nonprofit Partners that includes designation codes and counties served. Also included is information about United Way’s Impact projects: Education (STAR Readers project), Income ($en$e-Ability project) and Health (Fit Kids project) and information about our special initiatives like Women in Philanthropy and Emerging Leaders. More than 35,000 donors will receive a donor brochure.

On the United Way pledge form, donors will find a complete list of United Way’s Certified Nonprofit Partners on the back of the pledge form including designation codes, overhead rates and counties served. More than 25,000 donors will receive a pledge form.

WEBSITE AND SOCIAL MEDIA

- Searchable database including 25-word statements and other contact information
- News and Events postings on front page of website for nonprofit events, press releases, etc.
- Feature box access on front page of website for success stories
- Guest blog opportunities
- News/Events items and success stories featured in United Way’s newsletter and on United Way’s Facebook and Twitter feeds

UNITED WAY WEBSITE | 4,500 VISITS / MONTH
WEBSITE NEWSLETTER | SENT TO 6,000 CONTACTS BI-WEEKLY
FACEBOOK FANS | 1,032
TWITTER FOLLOWERS | 1,016

EVENTS

United Way plans at least six major events each year with opportunities for your agency to attend as a guest or speaker, host a display table, provide entertainment, or take part in media interviews.

- 5TH ANNUAL TOILET PAPER DRIVE
  Thursday, June 13, 2013 • Cal Expo
  229K+ rolls of TP collected!
- CSECC KICK-OFF EVENT*
  Wednesday, August 21, 2013
  West Steps of Capitol
- UNITED WAY KICK-OFF EVENT
  Friday, September 13, 2013
  Volunteer projects throughout community
- UNITED WAY’S WOMEN IN PHILANTHROPY LUNCHEON
  Monday, November 4, 2013 • Crocker Art Museum
*agency display table available at these events.

MEDIA

Television, radio interviews, newspaper and magazine articles

UNITED WAY MARKETING TEAM

Please send any news and events postings or success stories to United Way’s marketing team:

Amber Murry, VP, Marketing and Communications
916-856-3913 OR amurry@uwccr.org

Kaila Ricci, Marketing & Events Senior Manager
916-856-3910 OR kricci@uwccr.org

Cynthia Jimenez, Administrative Assistant, Marketing
916-856-3914 or c jimenez@uwccr.org