Maximize Your United Way Partnership & Enhance Your Campaign Potential
Training Outline

- Introductions
- Benefits of Partnering with United Way
- Tours & Speakers Process
- Presentation Outline
- Presentation Tips
- Questions/Data Sheet
Introductions
Benefits of Partnering with United Way
Benefits of Partnering with United Way

1. Designated Donations
2. Eligibility for Grants & Additional Partnerships
3. United Way Materials
4. United Way Website/Social Media
5. United Way Events
6. PR/Media
7. Intel Conference Room
8. Campaign Presentations/Agency Fairs
9. Volunteers/UW Volunteer Center
10. Agency Tours
11. In-kind donations
Certified Nonprofit Partner Benefits

Designated Donations

• Opportunity to speak during campaign
• Organization promoted on United Way materials
• Dollars designated directly to your organization
Certified Nonprofit Partner Benefits

Eligibility for Grants

- All United Way grants distributed from the Community Impact Fund
- Projects:
  1. Education (STAR Readers project)
  2. Income ($en$e-Ability project)
  3. Health (Fit Kids project)
- One-Time Grant Opportunities:
  1. Day of Caring
  2. Big Day of Giving
Certified Nonprofit Partner Benefits

Additional Partnership Opportunities

1. Asset & Opportunity Network
2. California Capital Region Education Collaborative
Certified Nonprofit Partner Benefits

**United Way Materials**

- Organization name, area served and designation code listed in UW campaign brochure
- More than 35,000 donors will receive a brochure
- Organization name, area served, overhead and designation code also listed on UW pledge form
- More than 2,000 donors will receive a pledge form
Certified Nonprofit Partner Benefits

United Way Website/Social Media

- Searchable database including 25 word statements and other contact information on website
- 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 fan page and Twitter

United Way website: 3,000 visits/mo
Website newsletter: sent to 2,000 contacts bi-weekly
Facebook fans: 1,368
Twitter followers: 1,258
Certified Nonprofit Partner Benefits

United Way Events

• Toilet Paper Drive (June)
• Nonprofit Leadership Summit
• Day of Caring (Sept 12th)
  – Volunteer projects— open only to UW certified nonprofit partners
  – Opportunity to make meaningful connections
• Our Promise Statewide Kick-Off Event (Aug. 27th @ the State Capitol)
  – Exhibitor Opportunity
Certified Nonprofit Partner Benefits

PR/Media

• Television and radio interviews
• Newspaper and magazine articles
Certified Nonprofit Partner Benefits

Intel Conference Room

• Room available at no cost to certified nonprofit partners

• Host committee meetings, small special events, etc.
Campaign Presentations/Agency Fairs

• Hundreds of presentations and agency fairs given throughout campaign
• Donor dollars directed to your agency
• Opportunity to meet potential donors/volunteers
Certified Nonprofit Partner Benefits

Volunteers/United Way Volunteer Center

UW Volunteer to coordinate with corporate partners and nonprofits:
Large group activities
Small group activities
Ongoing activities
Certified Nonprofit Partner Benefits

Agency Tours

- Tours for employees from local companies/departments
- Opportunity to highlight your agency and specific programs
- Opportunity to get new donors/volunteers
- Dozens of tours held throughout year
Certified Nonprofit Partner Benefits

In-Kind Donations

- Products from companies
- Furniture
- Office Supplies
- Christmas Trees
- Employees donate items
- Canned food, diapers, professional clothing
- Holiday items - Easter baskets, Christmas stockings
Tours and Speakers Process
Tours & Speakers Process

2 different campaigns
  • State Campaign
  • United Way

Types of presentation requests
  • Specific agency
  • General
  • County/Area
  • Open
Tours & Speakers Process

3 Strikes Policy
- Rotation
- Multiple No’s
- No response

Confirmation Sheet
- Special Information
- Questions
Presentation Outline

5 parts of presentation

1. My organization’s partnership with United Way – how it ties into the building blocks for a good life

2. The services my organization provides

3. ONE key program from my organization

4. A recent success story – include any pertinent “what your dollars buy statements” or compelling statistics.

5. Explain why your nonprofit is a first responder with United Way
Tips and Best Practices