



United Way of  
Southwestern Indiana

# WHAT WE DO TOGETHER TODAY, DETERMINES TOMORROW. NOW MORE THAN EVER, LIVE UNITED.

## 2020 United Way-SWI Campaign Digital Toolkit

### **Contents:**

#### **1. Campaign General Information**

- a. United Way Campaign Presentation PowerPoint Template
  - i. Includes UW Mission, Vision & Credo, Community Impact and Story
- b. 2019 Community Impact Report
- c. Workplace Client Template (for recording gifts and pledges)
- d. Hesitations and Myths
- e. Campaign Talking Points
- f. Campaign General Poster (PDF)

#### **2. Campaign Videos^**

- a. Campaign Leadership Message– Sara Miller & Amy Canterbury  
<https://youtu.be/W6A1K2ULi4>
- b. Financial Assistance – Salvation Army  
<https://youtu.be/azrjBMp5-wc>
- c. Youth Success - Boys and Girls Club  
[https://youtu.be/UE6t\\_QtytnA](https://youtu.be/UE6t_QtytnA)
- d. Childhood Success – Carver Early Learning Center  
<https://youtu.be/3pVVMdlozWM>
- e. Health/Vital Services – VOICES  
<https://youtu.be/drpViie7C2U>

#### **3. Campaign Forms**

- a. Donor Pledge Form (Editable PDF)
- b. Donor Option Form (Editable PDF)
- c. Corporate Pledge Form (Editable PDF)

#### **4. Campaign Digital and Social Media Images**

- a. Sets of images for each of the four focus areas
  - i. Childhood Success – Carver Early Learning Center
  - ii. Youth Success – Boys and Girls Club of Evansville
  - iii. Financial Stability – Salvation Army
  - iv. Health/Vital Services – VOICES

- b. Sets include:
  - i. Four formats - .eps, .jpg, .png, .psd
  - ii. Three standard sizes – 1200x628, 1080x1080 and 1024x512
- c. Focus Area original images in .jpg format

## 5. Heritage Federal Credit Union Donor Incentive Information

- a. Cash Giveaway Rules
- b. Incentive Ads
  - i. 300x600 PDF and jpg
  - ii. 300x250 jpg – link this to [www.unitedwayswi.org/give](http://www.unitedwayswi.org/give)
  - iii. 970x90 jpg – link this to [www.unitedwayswi.org/give](http://www.unitedwayswi.org/give)

## 6. CARES Act Charitable Deduction Information

- a. Information and Sample Wording
- b. CARES Act Digital/Social Media Images (FB, Insta, Twitter and LI)

## 7. Text To Give Flyer and Digital Images

## 8. United Way Logos

- a. Horizontal CMYK jpg (for print)
- b. Horizontal RGB jpg (for web and video)
- c. Vertical CMYK jpg (for print)
- d. Vertical RGB jpg (for web and video)

## 9. Employee Campaign Champion Guide

## 10. Ways to Give

- a. Workplace Campaign
- b. Text *LiveUnited20* to 41-444
- c. [www.unitedwayswi.org/give](http://www.unitedwayswi.org/give)
- d. Email a Donor Pledge Form to [ksutton@unitedwayswi.org](mailto:ksutton@unitedwayswi.org)
- e. Mail a Donor Pledge Form or check to:
  - United Way – SWI
  - 318 Main Street, Suite 504
  - Evansville, IN 47708

\*Campaign hashtags: **#LiveUnited, #GiveUnited**

\*\*Materials can also be accessed/downloaded at:

Google Drive: [https://drive.google.com/drive/folders/1mQs\\_GqK9MbkpEZX-PyYT\\_xkrULaiUKJh?usp=sharing](https://drive.google.com/drive/folders/1mQs_GqK9MbkpEZX-PyYT_xkrULaiUKJh?usp=sharing)

Dropbox: <https://www.dropbox.com/home/2020%20Campaign%20Materials> (videos/images not included)

^ Campaign videos are also on our YouTube Channel