



# WORKPLACE TOOLKIT



# CAMPAIGN OVERVIEW

This workplace toolkit has been created for two key purposes. First, to align the branding of United Way of Salt Lake (UWSL) and its workplace partners. Second, to provide resources such as email samples, print materials, best practice guidelines, and photography – that align with the new United Way Digital Brand Guidelines (*see Resources*, section VII of this toolkit).

# CONTENTS

- I. Overview
- II. Employee Engagement Guide
- III. Email
- IV. Social
- V. United to Act: The Hub
- VI. Quiz
- VII. Print Material
- VIII. Resources


## WHAT WE DO

**UNITED WAY FIGHTS FOR THE HEALTH,  
EDUCATION, AND FINANCIAL STABILITY  
OF EVERY PERSON IN OUR COMMUNITY.**

---

### *How?* **WE BUILD PARTNERSHIPS.**

First, we connect individuals in need to the right services, at the right time, through 2-1-1. Then, we work in schools and bring community resources together to remove barriers and support learning. Next, we link schools in a neighborhood or community and unite around a shared vision. Finally, we align big systems to support the work on the ground with policy and coordinated action to achieve change that lasts.

The background of the entire page is a blue-tinted photograph of a smiling woman with dark hair and bangs, sitting at a desk and holding a pen. In the background, other office workers are visible, including a man on the left and a woman on the right. The overall tone is professional and positive.

# EMPLOYEE ENGAGEMENT GUIDE



# EMPLOYEE ENGAGEMENT GUIDE

At United Way of Salt Lake, we want to change the world, starting in our own backyard. By committing to running a workplace campaign, we know you do too. This informative guide will give you the tools and guidance you need to to make your campaign easy and fun!

DOWNLOAD PDF 



## Employee ENGAGEMENT GUIDE


Simple strategies to build a team of fundraisers, hand raisers, changemakers, and game changers




facebook/uwsaltlake  
twitter@uwsl  
uwslhub.org  
uw.org

257 East 200 South, Suite 300  
Salt Lake City, Utah 84111  
t 801.736.8929






## Campaign Timeline and Checklist



### PRE-CAMPAIGN

- Meet with previous campaign manager
- Meet with corporate leadership to discuss campaign goals
- Recruit a workplace giving campaign ambassador
- Identify and recruit ambassadors to United Way of Salt Lake's work? Meet with them to discuss their role.
- Plan a calendar of educational activities
- Come up with a campaign theme
- Do you want to invite friends and family on a peer-to-peer campaign and encourage employees to participate?



### CAMPAIGN

DURATION: 1 WEEK


- Do you need a custom branded we UWSL can create one for you and your organization?
- Schedule site visits at our Community Schools
- Set overall campaign goal
- Set campaign timeline, i.e. How long will the campaign last?
- Begin to plan a campaign closing celebration
- Plan how to invite donors to join a United Way campaign
- Request additional campaign materials from posters, videos, stories, online pledging tool



### POST-CAMPAIGN

DURATION: 1 WEEK

- Is your Campaign kick-off event planned?
- Create buzz about the campaign. Post on social media
- Ask someone from your executive team to create some excitement by announcing the campaign



## VOLUNTEER

Meaningful community solutions require more than money, programs, or policies. The kind of real and lasting change that benefits everyone is only possible when people from all walks of life are willing to roll up their sleeves and go where their time and talent is most needed.

United Way of Salt Lake's Volunteer Center can develop one-time and ongoing hands-on group volunteer projects for employees so they can stay connected year-round. UWSL needs volunteers who will:

- Serve as mentors, tutors, or readers in our Community Schools and Neighborhood Centers
- Participate in one-day service projects throughout the year that benefit low-income kids at Community Schools
- Host donation drives for school supplies, books, or winter gear
- Lend special skills
- Share expertise on a committee

### AS AN ORGANIZATION, YOU CAN ALSO COMMIT TO A YEAR OF ACTION AND PARTICIPATE IN THE FOLLOWING VOLUNTEER EVENTS THROUGHOUT THE YEAR:

**March: Dr. Seuss Day**  
Help students and teachers celebrate Dr. Seuss's birthday by reading in classrooms and leading literacy activities!

**April: National Volunteer Week**  
*Service Unites*, the theme for *National Volunteer Week*, captures the power of changemakers to come together to build stronger, more vibrant communities through service. Volunteers of all ages can participate and support our community through online and in person opportunities!

**June: Day of Action**  
Join United Ways across the country as we kick off summer with volunteer projects that support summer learning, healthy kids, and strong families.

**August: Stuff the Bus**  
Host a school supply drive throughout the summer and then join us to fill backpacks of essential school supplies for low-income and refugee students.

**September: Day of Caring**  
Groups big and small can connect with projects in Davis, Salt Lake, Summit, and Tooele county that include beautification, cleanup, school projects, and client interaction and support.

**October: Volunteer Action Network Week**  
Every volunteer makes a difference so join our network of volunteers who are committed to creating lasting change. Opportunities to volunteer will be available online and in person so volunteers can choose how to support our community in ways that are meaningful to you!

**December: Season of Service**  
Help make the holidays bright and the winter warm for kids and families in need. Volunteer and donation opportunities will be available November-December but volunteers of all ages can come together on *Season of Service Week* by donating, volunteering, or committing to volunteer throughout the year!

Find volunteer opportunities that match your skills and passion at [uw.org/volunteer](http://uw.org/volunteer) or contact Kenzie Knight at [mackenzie@uw.org](mailto:mackenzie@uw.org) or (801) 746-2560





# EMAIL



**EMAIL**  
Sample Headers

DOWNLOAD JPEGs 



Photo Header – Fade / Text Overlay / Drop Shadow



Photo Header – Drop Shadow



Photo Header – Fade / Generic



EMAIL SAMPLE COPY

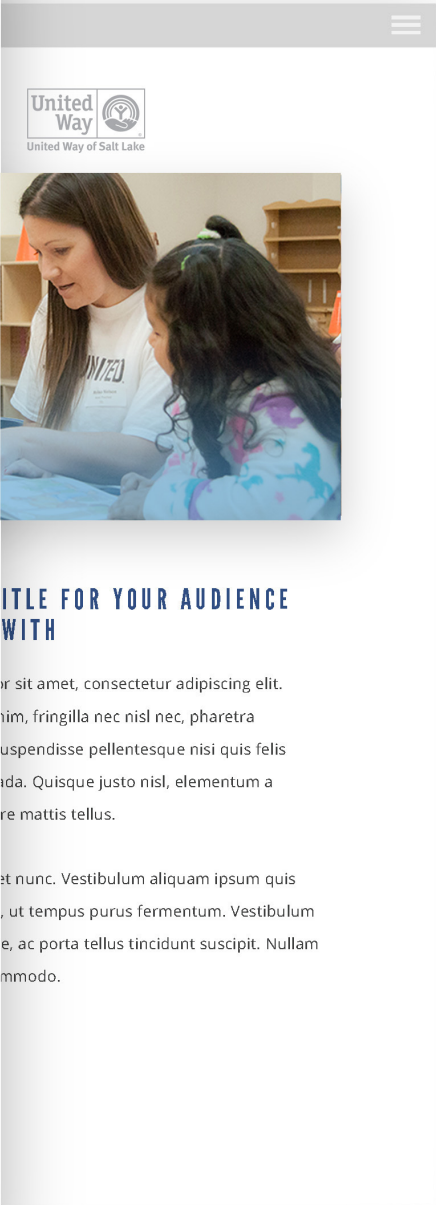
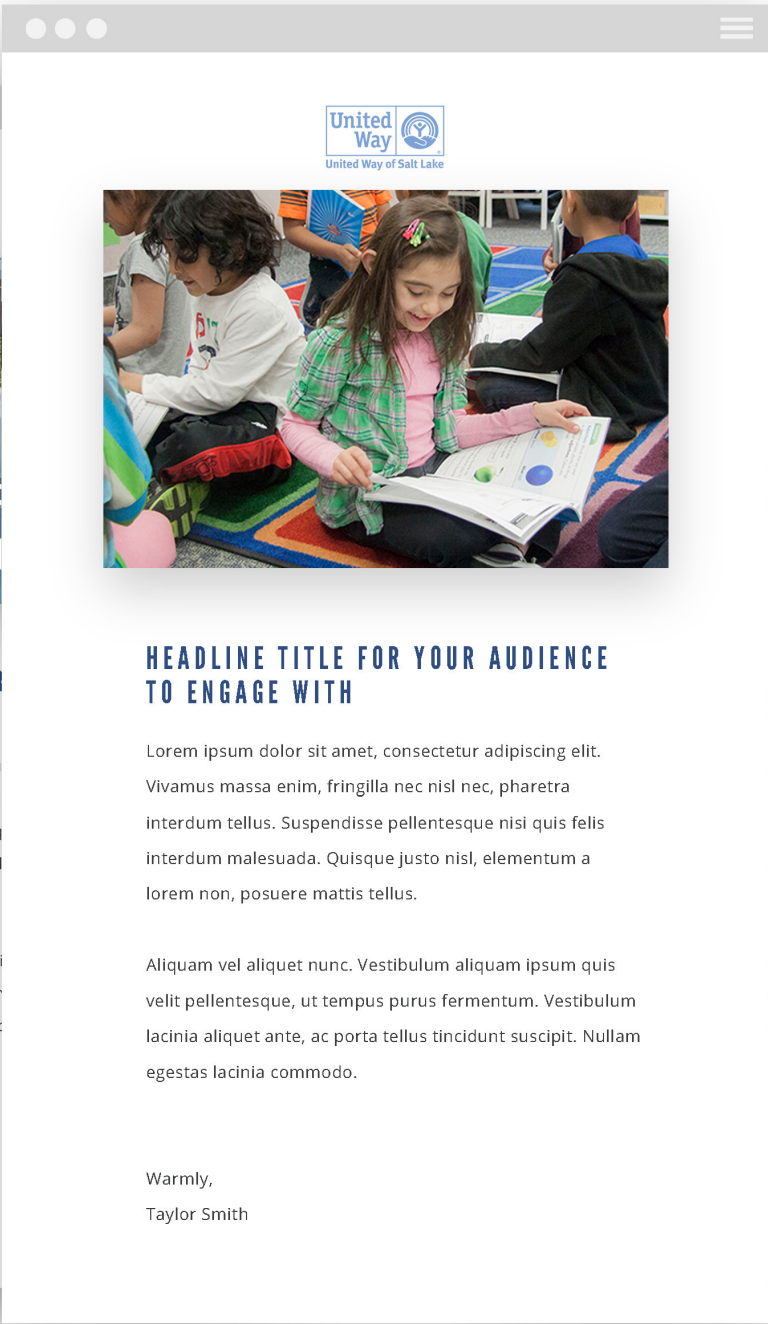
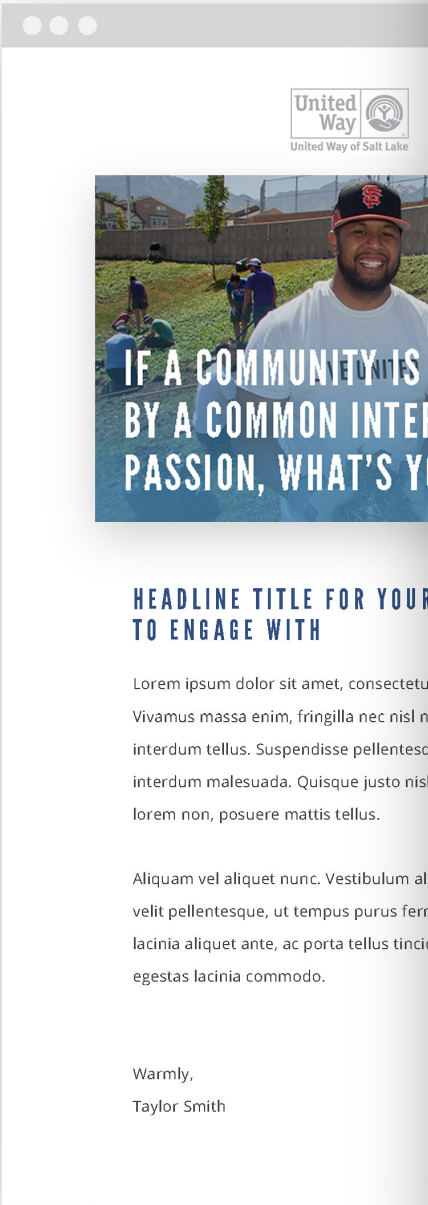
Sample Headers

Key Attributes Applied

Accentuated Dimension

White background surface  
with floating “blocks/photos”

Spatial relationship feels  
multi-layered allowing the  
content to stand out  
through dimension





# EMAIL SAMPLE COPY

## CAMPAIGN INVITATION

**Send time:** Campaign launch day  
**Sender:** Workplace campaign manager

DOWNLOAD AS DOCUMENT



*Sample Subject: Be a Force for Good*

[NAME]/Friend,

Today is the day to be a force for good! We’re launching the 2017 United Way of Salt Lake [WORKPLACE GIVING CAMPAIGN NAME] — and with your support, all of us here at [COMPANY NAME] can tackle the biggest problems along the Wasatch Front and create lasting change in our community.

Together, we can fight to ensure children reach their potential in school, quality healthcare is accessible to all, and low-income families become financially stable and thrive.

By pledging your support, you and your co-workers can help us hit our goal of [MONETARY GOAL/DESCRIPTION]. The best part? Your investment stays local and you can see the results in your own community — because education, health, and poverty are not distant issues.

United Way of Salt Lake is seeing results. And, you can be a part of the solution.

[PLEDGE/GIVE NOW] - button/link if applicable

Thank you in advance for joining [COMPANY NAME] to be a force for good. We are proud to give back to the community that has helped us become the great company we are. And, we are lucky to have YOU!

[SIGNATURE]

# EMAIL SAMPLE COPY

## CAMPAIGN REMINDER / “LAST CALL” EMAIL

**Send time:** Day before the end of campaign

**Sender:** Workplace campaign coordinator

DOWNLOAD AS DOCUMENT



*Sample Subject: LAST CALL: Changing the Community Starts with You*

If you’ve been waiting for the right time to join our United Way of Salt Lake [WORKPLACE GIVING CAMPAIGN NAME], this is it!

Today is the last day to [PLEDGE/GIVE]. Join [PARTICIPATION RATE]% of your [COMPANY NAME] co-workers who are fighting for lasting solutions to problems in our community. Together, we can better the lives of the 137,000 struggling children and their families along the Wasatch Front.

[PLEDGE/GIVE] - button/link if applicable

Your [PLEDGE/GIFT] will send a loud and clear message that [COMPANY NAME] is investing in the future of our friends and neighbors who need help. I think that in the next 24 hours, let’s all commit to standing for lasting change!

Thank you for everything you do to change lives in our community!

[SIGNATURE]



# EMAIL SAMPLE COPY

## THANK YOU EMAIL

**Send time:** End of campaign

**Sender:** Workplace campaign coordinator

DOWNLOAD AS DOCUMENT



*Sample Subject: [IF HIT GOAL>> We did it! // IF NOT>> Thank you!]*

Join me in celebrating the incredibly successful United Way of Salt Lake [WORK-PLACE GIVING CAMPAIGN NAME]! It takes an entire community to change lives, and today I could not be more appreciative that I work in this one.

I’m thrilled to report:

[COMPANY NAME] employees invested \$[DOLLARS PLEDGED] in our community’s children and families.  
[NUMBER OF DONORS] of our employees joined together to solve the most difficult problems we face as a community.  
That’s [PARTICIPATION RATE]% of our staff committing to create long-term change. Additionally, [COMPANY NAME] employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.

Even though I am so tremendously thankful, I’m really not speaking for me. I’m thanking you on behalf of the families, children, neighbors, and friends who will benefit from your generosity. From all of those whose lives will be improved by your generosity, I extend my warmest gratitude.

Thanks again!  
[SIGNATURE]

P.S. To learn how your support is powering United Way of Salt Lake to keep fighting for our community all year long, make sure to sign up to receive email updates to your personal address here [LINK].

# EMAIL SAMPLE COPY

## CEO ENDORSEMENT LETTER

**Send time:** Day after campaign invitation email

**Sender:** CEO

DOWNLOAD AS DOCUMENT



*Sample Subject: Fwd: [ORIGINAL SUBJECT LINE]*

Hi there, I wanted to make sure you saw this note from [CAMPAIGN COORDINATOR NAME] announcing the launch of our 2017 [WORKPLACE GIVING CAMPAIGN NAME].

The critical work of United Way of Salt Lake in our community is near and dear to my heart, and I believe it closely aligns with the values of all of us here at [COMPANY NAME].

I’m immensely proud of this group of people for supporting such a great cause, and I’m excited to see what we accomplish together. I believe that ALL kids and families in our community are worth fighting for, and I know you do to.

Thanks so much for being part of this — read on for more details!  
[SIGNATURE]



# EMAIL SAMPLE COPY

## CEO THANK YOU

**Send time:** Day after end of campaign

**Sender:** CEO

DOWNLOAD AS DOCUMENT



*Sample Subject: I am so proud*

I just wanted to drop a line to say — THANK YOU!

The numbers for this year’s [United Way of Salt Lake WORKPLACE GIVING CAMPAIGN NAME] are absolutely incredible. I’m so proud of all of you here at [COMPANY] who stepped up to help fight for kids and families in our community.

You all inspire me so much every day. Thank you again for being such compassionate, caring people — and for all your hard work.

In case you missed the full breakdown of results, check out [CAMPAIGN COORDINATOR NAME]’s email for an extra dose of inspiration.

Thanks again,  
[SIGNATURE]

# EMAIL SAMPLE COPY

## LEADERSHIP DONOR SOLICITATION

**Sender:** CEO or Leadership Giving Chair

DOWNLOAD AS DOCUMENT



*Sample Subject: Feel like taking it one step further?*

Dear [NAME],

As our 2017 United Way campaign gets under way, I’m reaching out to the most generous and caring individuals I know to ask if they’ll go above and beyond for our community. Tens of thousands of children in our community face poverty. That’s not okay. By making a leadership gift of \$1,000 or more to United Way of Salt Lake, you can join me the fight against poverty, poor health, and lagging educational achievement.

I give to United Way because I know my gift supports programs that make a positive impact on the lives of our neighbors and on our community. Trained volunteers make sure every United Way of Salt Lake program is well-run, efficient and, most importantly, *gets results*.

Consider what your leadership gift can do:

- **\$50 per month** (\$600 gift) increases access to preschool, personalized interventions for at-risk students, and adult educational opportunities.
- **\$85 per month** (\$1,020 gift) enables 10 students to receive a vision screening, glasses, and regular access to quality healthcare.
- **\$100 per month** (\$1,200 gift) pairs an elementary and high school student together in a mentoring program, giving both learning and leadership opportunities.
- **\$125 per month** (\$1,500 gift) gives 60 people a reason to smile by providing them with preventative and restorative dental care, helping eliminate pain and future health problems.

Your support of United Way of Salt Lake not only helps shape the future of our community, it sets an example of generosity and commitment for others to follow.

I hope you will join me in supporting this worthwhile organization as a leadership donor! Together, we can all fight to make sure that ALL kids and families have the opportunity to succeed.

Sincerely,  
[SIGNATURE]



# EMAIL SAMPLE COPY

## LEADERSHIP DONOR THANK YOU

**Sender:** CEO or Leadership Giving Chair

DOWNLOAD AS DOCUMENT



*Sample Subject: I’m so grateful!*

Dear [NAME],

Thank you for your generous support of our 2017 [United Way of Salt Lake WORKPLACE GIVING CAMPAIGN NAME]. Your leadership contribution helped [COMPANY NAME] raise \$[DOLLARS] this year, and demonstrates your commitment to helping United Way of Salt Lake fight to make sure that every person in our community has the opportunity to succeed.

Leadership donors — like you! — create opportunities and provide invaluable resources for the families, children, neighbors, and friends right here in Salt Lake. Because of you, kids will be more likely to succeed in school, and families will be healthier and more stable -- which makes our entire community a better place. Your generosity not only makes it possible for United Way of Salt Lake to impact countless lives each year, but also sets a powerful example for others to follow.

Thank you for your generosity and community spirit.  
I’m honored to stand beside you!

[SIGNATURE]

A blue-tinted photograph of a group of graduates in caps and gowns. In the foreground, a young woman with long dark hair is smiling broadly, looking off to the side. She is wearing a graduation cap and gown. Behind her, other graduates are visible, some looking towards the camera and others looking away. The overall mood is celebratory and joyful.

# **SOCIAL MEDIA**



SOCIAL MEDIA

Sample Headers - SERIES A, B, C  
and CREDO

Standard Sizing:

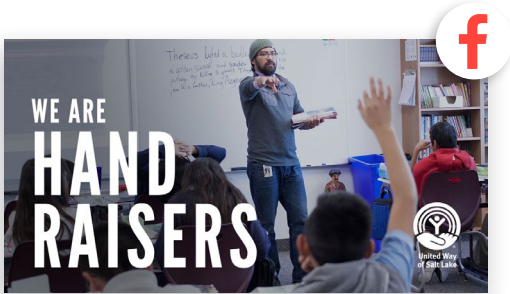
- Facebook 1200x630 px
- Twitter 1024x512 px
- Instagram 1200x1200 px

Tips:

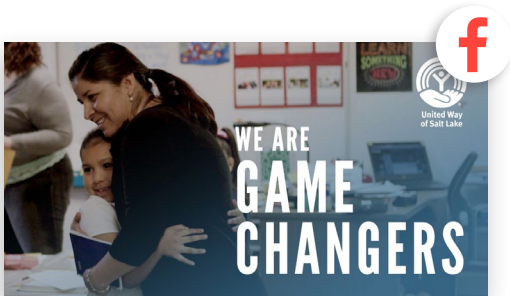
- Simple / obvious focus (not overly busy/complicated)
- Keep text short and easy to read (full graphic will get sized-down)
- Steer clear of “obvious” stock photos

DOWNLOAD JPEGS

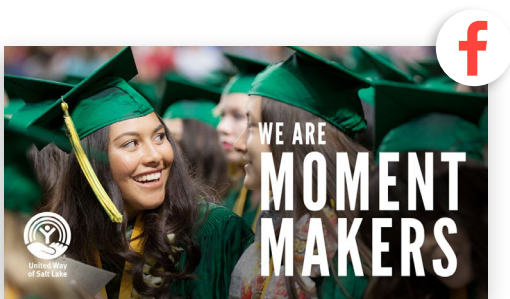
↓



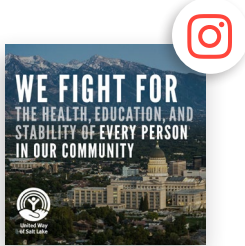
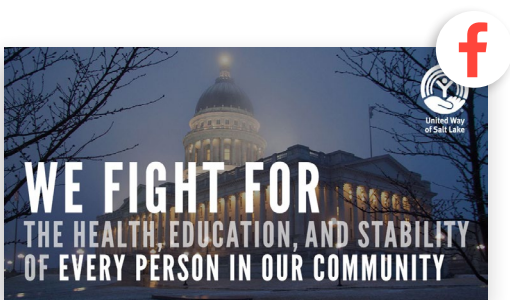
Series A



Series B



Series C



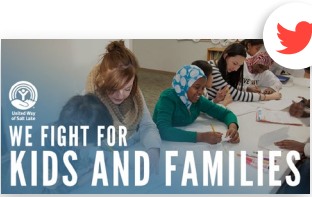
Credo

**SOCIAL MEDIA**  
Sample Headers - IMPACT

- Standard Sizing:**
- Facebook 1200x630 px
  - Twitter 1024x512 px
  - Instagram 1200x1200 px

- Tips:**
- Simple / obvious focus  
(not overly busy/complicated)
  - Keep text short and easy to read  
(full graphic will get sized-down)
  - Steer clear of “obvious”  
stock photos

DOWNLOAD JPEGS 



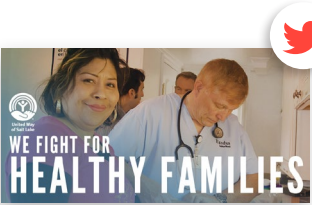
Community Schools



Early Childhood



Graduation



Health



Literacy





# UNITED TO ACT: THE HUB

# THE HUB: INSPIRE EMPLOYEES WITH STORIES OF CHANGE

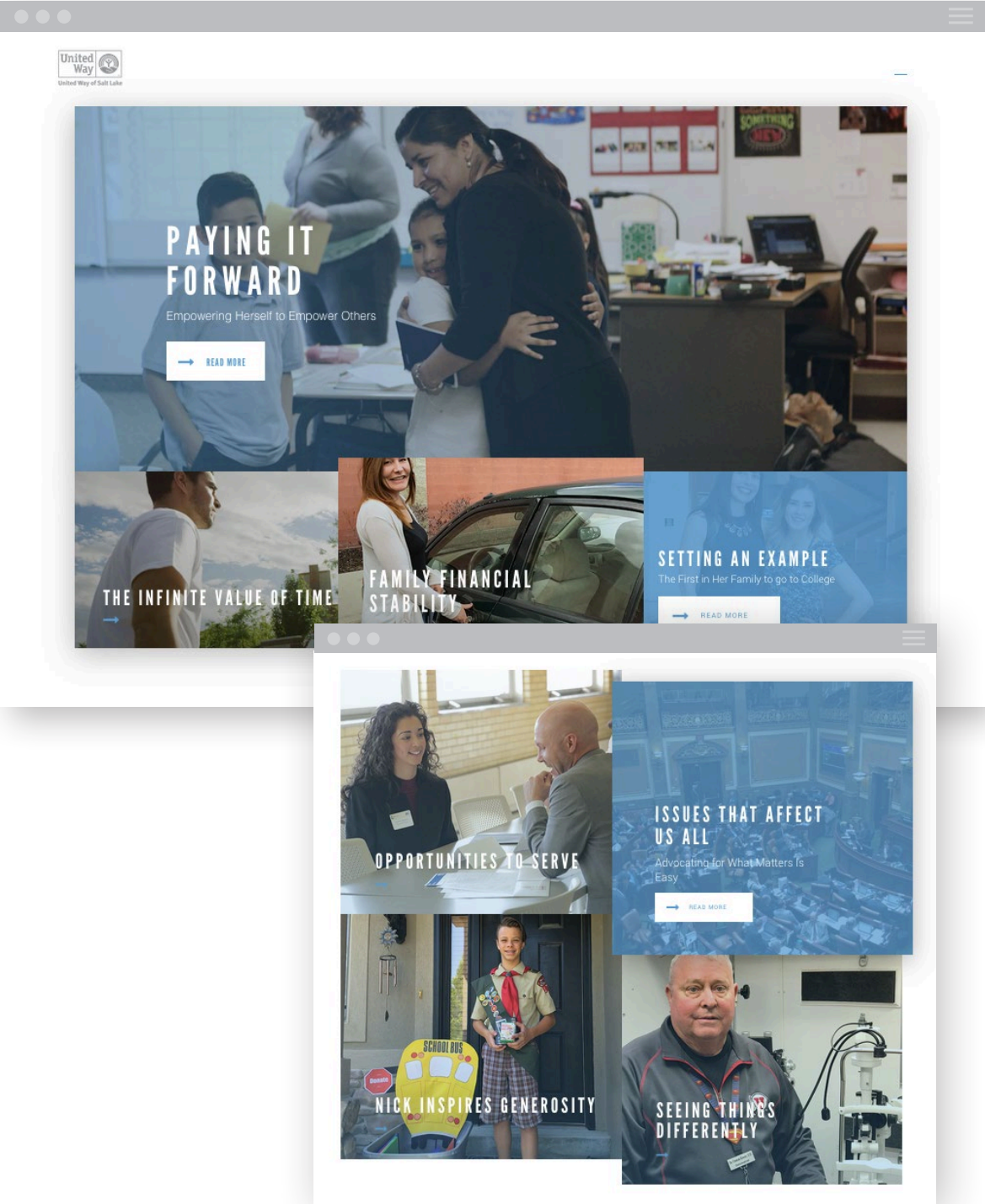
Throughout our community, stories of change affirm the important contributions of United Way donors and volunteers. Catered to readers’ interests, The Hub inspires engagement locally and globally by showing just what is possible when we fight together for lasting solutions. Learn about issues in our community and beyond. Stay up to date on our shared successes. Meet the people whose lives are improving. And find meaningful ways to be a force for good.

URL: <https://unitedtoact.org/uwsl/>

GET INSPIRED TO ACT

www.







A photograph of two men in a field, bent over and digging with their hands. The man on the left is wearing sunglasses and a dark t-shirt. The man on the right is wearing a dark t-shirt with the word 'VOLUNTEER' visible. They are both smiling. The background shows a parking lot with several cars. The entire image is covered with a semi-transparent blue overlay.

**QUIZ:  
LEARN MORE ABOUT  
EMPLOYEE INTERESTS**



## QUIZ—MAKE YOUR MOMENT

Learn more about your interests

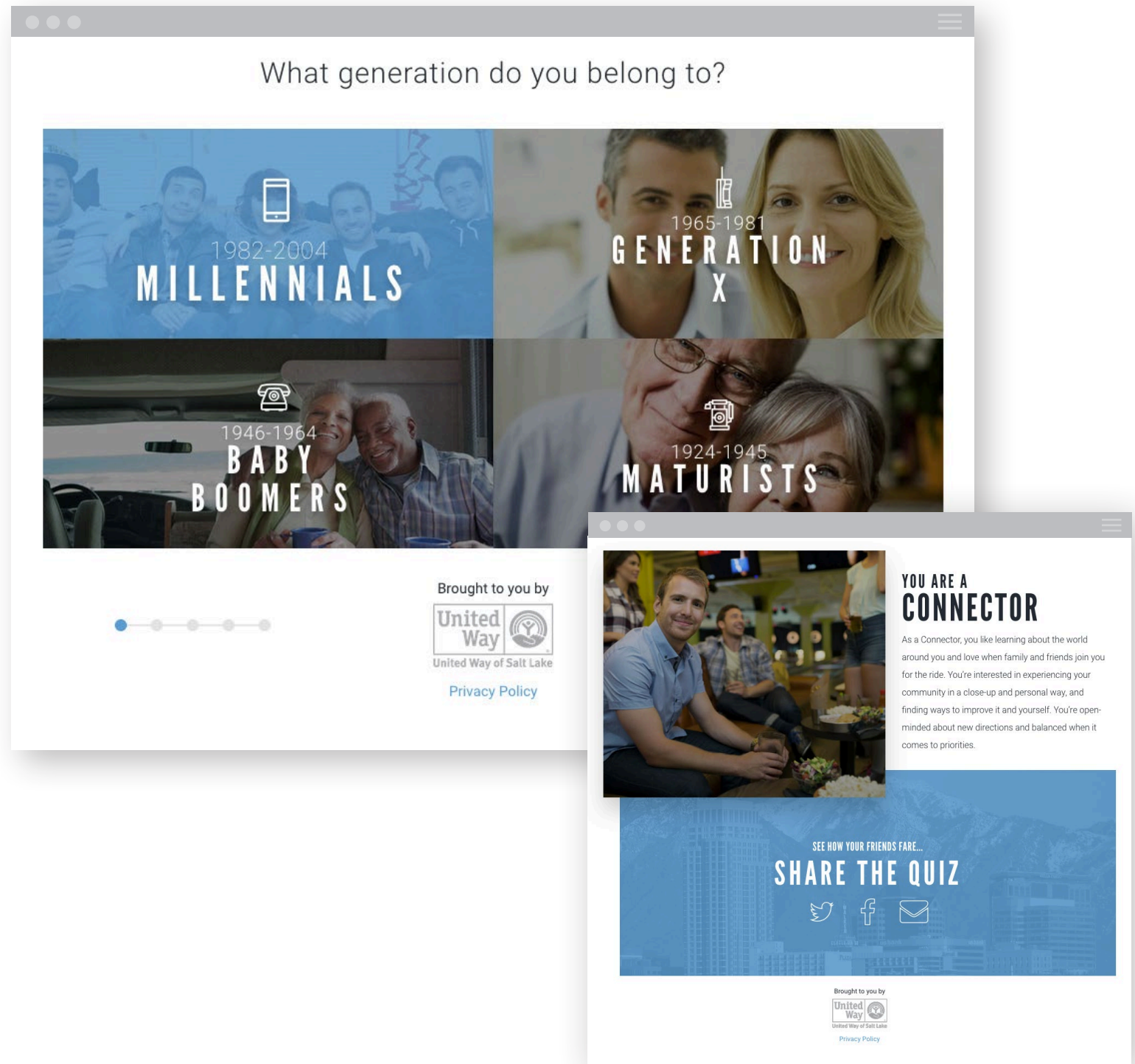
### Overview

Learn more about what your workforce is passionate about by using this quiz.

People of all generations and walks of life are looking to make a connection—to find purpose and passion, to make things better, to be a part of something bigger. What if a way to make that connection has been there all along? Right in our own community and in communities around the globe. No matter where we live, work, or play, a way exists for us to connect, to seize the moment, to make better happen. What if people everywhere came together behind this way, this group, united. A group that connects people with opportunities to have impactful, fulfilling moments.

**URL:** <http://makeyourmoment.org/uwsl/quiz/>

TAKE THE QUIZ



# PRINT MATERIAL



POSTERS

11x17 in

These PDFs have been provided in several categories and visual styles to best suit your Workplace Campaign and/or target audience.



Credo - Blue Wash



Credo - Full Color



Poster Series A



Poster Series B



Poster Series C



Impact - Community Schools



Impact - Early Childhood



Impact - Graduation



Impact - Health



Impact - Literacy

DOWNLOAD PDFS 



**FLYERS**

8.5x11 in

These PDFs have been provided in several categories and visual styles to best suit your Workplace Campaign and/or target audience.

Most Impact Flyers are double-sided.

DOWNLOAD PDFS

↓



Credo - Blue Wash



Credo - Full Color



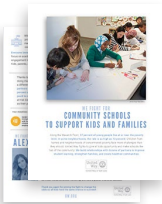
Flyer Series A



Flyer Series B



Flyer Series C



Impact - Community Schools



Impact - Early Childhood



Impact - Graduation



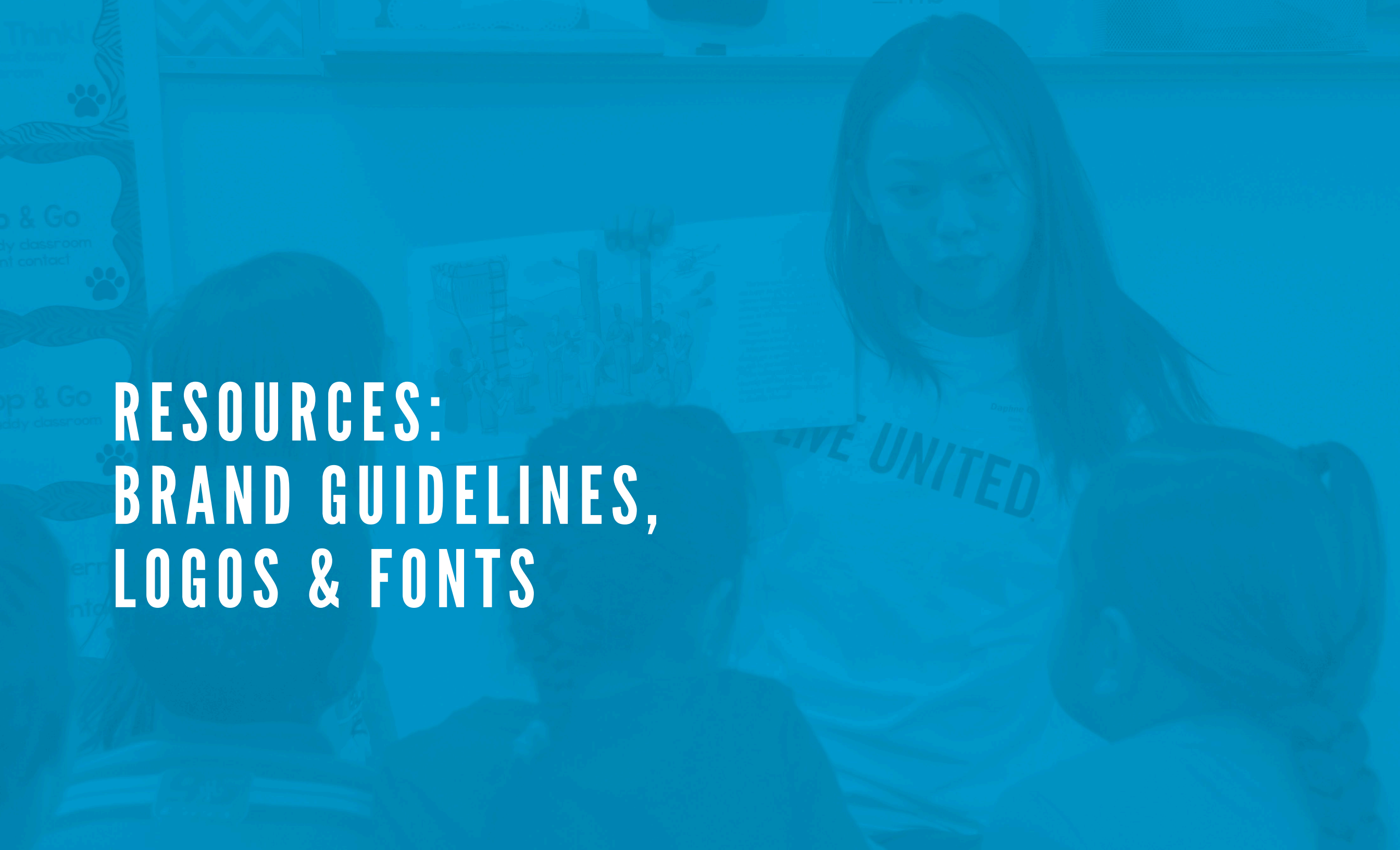
Impact - Health



Impact - Literacy



Impact - Impact Statements



# RESOURCES: BRAND GUIDELINES, LOGOS & FONTS

BRANDING RESOURCES

Fonts:

LEAGUE GOTHIC REGULAR

Roboto Bold

Roboto Regular



United Way Worldwide  
Digital Brand Guidelines:

Refer to the Digital Brand Guidelines for a complete set of rules regarding styling guidelines and artwork.

*NOTE: Download is a 198MB file*



United Way of Salt Lake  
Logos:

Artwork provided in three file formats: PNG, JPEG and EPS

