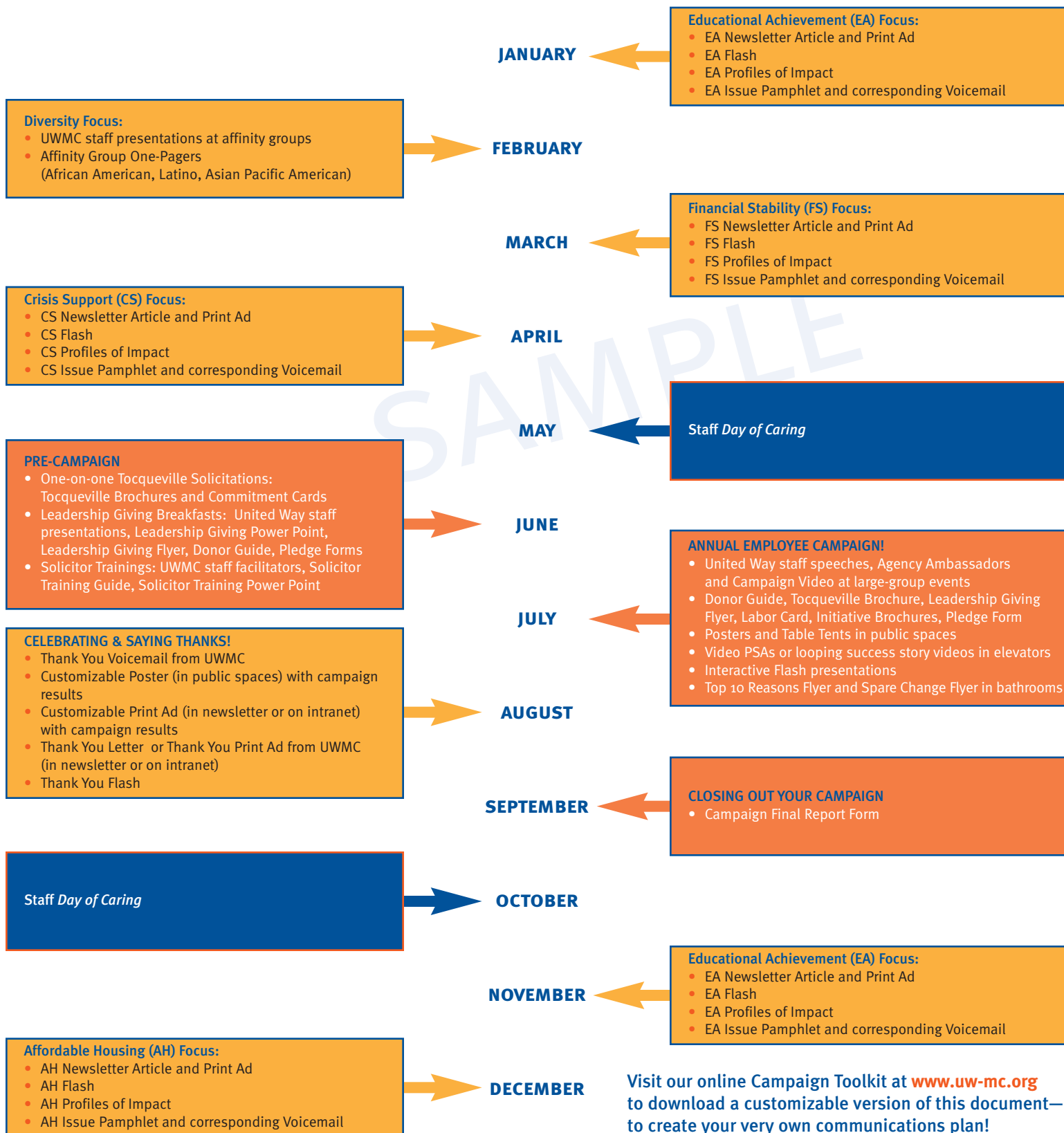


United Way has produced a broad assortment of turn-key print and electronic materials to assist you in educating employees year-round about the needs in our community, and to inspire them to give during your annual fundraising campaign. Following is just one example of how you might use the many materials, but your United Way Representative can assist you in building a custom plan that will work best for your organization.

(Visit the Campaign Toolkit at www.uw-mc.org or speak to your United Way Representative to access any of the materials mentioned in this sample plan.)



Visit our online Campaign Toolkit at www.uw-mc.org to download a customizable version of this document—to create your very own communications plan!

In addition to your year-round communications efforts like the ones described above, United Way will be reaching out to individuals who have requested direct communications from us (*eg, Leadership and Tocqueville donors, donors who have requested general United Way updates, those who have asked to learn more about our work in minority communities etc.*) Following is a summary of communications that those individuals will receive from United Way in the upcoming months:

MAY:

- Minority Outreach e-Newsletter
- Invitation to African American Initiative Update Event
- African American Initiative Donor Progress Report
- Young Leaders “Big for a Day” Event
- United Way Community Celebration (5.18.07)

JUNE:

- Volunteer e-Newsletter
- Leading the Way Print Newsletter
- Invitation to first United Way Diversity Alliance
- African American Initiative Update Event (6.19.07)

JULY:

- Latino Initiative Executive Summary
- General United Way e-Newsletter
- 2006 Annual
- Young Leaders Recruitment Happy Hour
- United Way Diversity Alliance (7.11.07)

AUGUST:

- 2007 Community Report
- Invitation to annual Tocqueville Recognition Event
- Young Leaders Networking Event

SEPTEMBER:

- Minority Outreach e-Newsletter
- General United Way e-Newsletter
- Volunteer e-Newsletter
- Leading the Way Print Newsletter
- Young Leaders Educational Event

OCTOBER:

- Annual Tocqueville Recognition Event
- Young Leaders Service Project Event

DECEMBER:

- General United Way Newsletter
- Volunteer Newsletter
- Young Leaders Holiday Party