


MAKING YOUR CAMPAIGN #SOCIAL

Including E-Communication and Social Media into your company's annual United Way campaign is a great way to engage your employees and build morale to help make your campaign more successful.

Facebook

facebook.com/hlunitedway





Sharing on your company's Facebook page is a great way to engage your employees and show your supporters your dedication to United Way.

- Check out (Company)'s employees sporting their LIVE UNITED shirts.  #LIVEUNITED #InvestInYourCommunity #GiveWhereYouLive
- Because great things happen when we LIVE UNITED, we support United Way. #LIVEUNITED #InvestInYourCommunity #GiveWhereYouLive

LinkedIn

linkedin.com/company/hluw

LinkedIn allows your company to promote your support for United Way with employees.

- Together, (Company) and Head of the Lakes United Way #InvestInYourCommunity. #LIVEUNITED #GiveWhereYouLive
- Head of the Lakes United Way fights for the basic needs , education , financial stability , and health  of EVERY person in EVERY community. Together we #LIVEUNITED

Instagram

instagram.com/hlunitedway

If your company or employees utilize Instagram, encourage them to share pictures from your workplace campaign! Sharing 1-3 pictures daily during your campaign can increase enthusiasm amongst your organization. When sharing, please tag Head of the Lakes United Way @hlunitedway and use #LIVEUNITED, #InvestInYourCommunity and #GiveWhereYouLive as your hashtags.

Twitter

twitter.com/hlunitedway

Twitter is a great way to engage your employees and spread the word about your company's campaign. When tweeting please be sure to mention Head of the Lakes United Way @hlunitedway and use the following hashtags, #LIVEUNITED, #InvestInYourCommunity, and #GiveWhereYouLive

- We know what it means to #LIVEUNITED with @hlunitedway #InvestInYourCommunity #GiveWhereYouLive

Head of the Lakes United Way fights for the basic needs, education, financial stability, and health of EVERY person in EVERY community we serve.

We have one life. To live better, we must LIVE UNITED.
Join us at hlunitedway.org/donate.

LIVE UNITED[®]



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Head of the Lakes
United Way



5 EASY UNITED WAY EMAILS

Help your employees learn about Head of the Lakes United Way by emailing them each day during your campaign using the email templates below.

1. What a Dollar Buys

Did you know? A \$5 cup of coffee = 2 Books for a child in the Bookworms Program in Superior, WI. Learn how those donations stack up to items you may purchase every day, and see how your donation can make an impact at https://hlunitedway.org/wp-content/uploads/2020/08/HLUW_2020_DollarStatements_18data.pdf

2. Impact Report

When you give to Head of the Lakes United Way, your money goes far, but not far away. Dollars raised in our community stay in our community to help build a better place for all of us to live, work and raise a family. Learn how your donations help build a better community at https://hlunitedway.org/wp-content/uploads/2019/09/Investment-ImpactatGlance_2018-19.pdf

3. 10 Reasons to Give

You can feel good about your gift to Head of the Lakes United Way. We asked our long-time donors to help us come up with 10 reasons they choose to donate. From “fighting for their community” to “giving back feels good,” we have compiled 10 great reasons to support your community. See the complete list here: <https://hlunitedway.org/wp-content/uploads/2020/08/10ReasonstoDonate.pdf>

4. HLUW Partnerships

Research suggests you or someone you know will need help from United Way - 1 in 4 people will use a United Way-funded service. View a list of all the programs Head of the Lakes United Way funds as well as a map of our service area at: https://hlunitedway.org/wp-content/uploads/2020/08/HLUW_PartnerAgencies_Programs_AREA-MAP_2020_7-1-20.pdf

5. Volunteer Center

Head of the Lakes United Way asks our supporters to engage with us in whichever ways are the most meaningful to them. Whether it is GIVING, ADVOCATING, or VOLUNTEERING, there are many ways to take action. Head of the Lakes United Way's Volunteer Center is an online resource to help volunteers connect with local volunteer opportunities. To learn more, visit <http://volunteerhluw.org>.

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LIVE UNITED®



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