



United Way  
of Greater Stark County  
Serving Stark and Carroll Counties

# 2021 COMMUNICATION TOOL KIT



## INTRODUCING THE 2021 ANNUAL CAMPAIGN

In this tool kit you find an overview of the 2021 Annual Campaign brand as well as sample communication, collateral and graphics that you can utilize throughout your campaign. All graphics and collateral will be available on our website at [www.uwstark.org/workplace-giving](http://www.uwstark.org/workplace-giving). Should you have any questions or need something not included in this kit, please contact your United Way representative or Laura Pregelman at [laura.pregelman@uwstark.org](mailto:laura.pregelman@uwstark.org), 330-491-9953.

### TAGLINE

Within our reach.

### SAMPLE MESSAGING

With one in four children in Stark County living in poverty, our community faces a crisis. We know that to ensure the future success and health of our community, we need to help children and their families now. We need your help so more children will succeed in school, families will earn a livable wage and quality healthcare will be accessible for everyone.

Together, a stronger future for our community is *within our reach*.



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## GRAPHICS

There are a total of 8 different designs that can be used in a variety of different ways in your campaign communication. They can be used in social media, email, e-newsletters, employee intranet, or digital displays at your organization. Below you can see a selection of these graphics with the full kit available online as the "Social Media Kit." All designs are available in 3 standard sizes ideal for Facebook, Instagram and Twitter.





# 2021 COMMUNICATION TOOL KIT

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## COLLATERAL

Whether you are physically in the workplace with your team or working remotely, we offer a variety of collateral pieces that can be delivered to you, printed in-house or sent digitally. All of the below are available online to download. Should you want any dropped off as traditional printed materials, please contact your United Way representative or Laura Prengaman at [laura.prengaman@uwstark.org](mailto:laura.prengaman@uwstark.org), 330-491-9953.

### Brochure 8.5" x 11" folded in half

**United Way**  
of Greater Stark County  
Serving Stark and Carroll Counties  
201 Market Avenue North, Suite 100  
Canton, MS 39046 | 330-491-9953

Make a donation [uwstark.org/give](http://uwstark.org/give)

**Within our reach**

With one in four children in Stark County living in poverty, our community faces a crisis. We know that to ensure the future success and health of our community, we need to help children and their families now. We need your help so more children will succeed in school, families will earn a livable wage and quality healthcare will be accessible for everyone.

Together, a stronger future for our community is within our reach.

**The Stark reality of child poverty**

Right now, tens of thousands of households in Stark and Carroll County live in poverty. These are families who are unable to afford life's most basic needs, despite going to work every day, and to children who are the most vulnerable.

**56.9%**  
56.9% of children in Canton live in poverty, tied with Montgomery for the worst child poverty rate in the U.S. with a total population greater than 65,000.

**11,000**  
There's more than 11,000 children in Canton and nearly 8,000 in 475 children in the surrounding area.

**4 miles**  
Within a mile radius of Stark County neighborhoods the difference in life expectancy is 14.2 years.

United,  
we will break the cycle

This cycle of poverty stunts the development of our children, endangers the health of our neighbors and strains our government resources. It's a challenge that impacts all of us. But change is within our reach.

United Way of Greater Stark County works to reduce child poverty by addressing the immediate needs of children and their families, while also working to increase household earnings. Services like CARE Team and Prosperity@Work ensure help is readily accessible through local schools and workplaces.

Together, we're making an impact, but our children need us to do more — they need you. When you give to United Way of Greater Stark County, your dollars stay here to make a difference in the lives and wellbeing of children and families in our community.

Donate today at [uwstark.org/give](http://uwstark.org/give)

### Give and Thank You Poster 11" x 17"

**ENDING CHILD POVERTY**  
is within our reach

**1 IN 4 CHILDREN LIVES IN POVERTY IN STARK COUNTY**

The cycle of poverty impacts all of us. We know that to ensure the future success and health of our community, we need to help children and their families now. We need your help so more children will succeed in school, families will earn a livable wage and quality healthcare will be accessible for everyone.

Together, a stronger future for our community is within our reach.

Donate [uwstark.org/give](http://uwstark.org/give)

**Thank you**  
for reaching out your hand

With your help, we're ending the cycle of poverty for more children in our community. Your support ensures access to healthcare, quality education, and economic mobility are all within reach for children and families in Stark and Carroll Counties.

Donate [uwstark.org/give](http://uwstark.org/give)

### Percentage and Dollar Goal Thermometers 8.5" x 11"

**Within our reach**

\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Your participation matters [uwstark.org/give](http://uwstark.org/give)

## Pledge Forms

We have a number of pledge formats available based on your interest. Contact your representative for options available.



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# 2021 SAMPLE MESSAGING

## CAMPAIGN COMMUNICATION

The following messages are samples for the different types of communications needed in running a campaign. Depending on the length of your campaign, you may not need all of the reminder emails. We recommend 2-3 business days between emails if you are running a 2 week campaign. At the bottom of each sample communication is a place for you to add your dates to assist in planning. See the last page for a worksheet to assist in coordinating your communication.

### **WELCOME MESSAGE - *can be sent in advance or posted on intranet***

Welcome to our 2021 Employee Campaign for United Way of Greater Stark County!

Right now, tens of thousands of households in Stark and Carroll County live in poverty. These are families who are unable to afford life's most basic needs, despite going to work every day, and it's children who are the most vulnerable.

 <b>56.9%</b> <small>56.9% of children in Canton live in poverty, tied with Youngstown for the worst child poverty rate in the U.S. with a total population greater than 65,000</small>	 <b>11,000</b> <small>That's more than 11,000 children in Canton and nearly 9,000 or 47% children in the surrounding areas</small>	 <b>4 miles</b> <small>Within a 4-mile radius of Stark County neighborhoods the difference in life expectancy is 16.2 years</small>
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Behind these alarming numbers are real parents who struggle to make rent, grandparents who can't afford groceries, and children who show up to school hungry, unable to learn.

We believe in United Way of Greater Stark County and the work they do to reduce child poverty by addressing the immediate needs of children and their families, while also working to increase household earnings.

We thank you for your generous past support. Together, we're making an impact, but our children need us to do more - they need you. Your gift to United Way stays right here to make a difference in the lives and well-being of children and families in our community. I'm asking you to join me in making a donation today.

These children and their families can't wait. They need our help today - and the future of our community depends on it.

Name of Campaign Chair OR CEO  
 Title

**DATE ANNOUNCING CAMPAIGN**

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# 2021 SAMPLE MESSAGING

## KICK-OFF EMAIL

Today we kick off our annual United Way campaign. We choose to partner with United Way each year because they do the hard work to address the needs of our community.

With one in four children in Stark County living in poverty, our community faces a crisis. We know that to ensure the future success and health of our community, we need to help children and their families now. We need your help so more children will succeed in school, families will earn a livable wage and quality healthcare will be accessible for everyone.

Take a moment to watch this video on the work being done and how you can be a part of it.  
*{insert link to overview video}*

Together, a stronger future for our community is within our reach.

Please give today.

Name of Campaign Chair OR CEO  
Title

**START DATE FOR CAMPAIGN**

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## REMINDER EMAIL #1:

Our United Way campaign is underway, and we truly appreciate the donations that have been raised so far! Your support is vital to ensuring help is readily accessible for families who need it most.

**More than 11,000 children in Canton and nearly 9,000 children in surrounding Stark County cities live in poverty.**

These are families who are unable to afford life's most basic needs, despite going to work every day, and it's children who are the most vulnerable. Watch this short video on United Way's work that focuses on children. *{insert link to early education video}*

The cycle of poverty stunts the development of our children, endangers the health of our neighbors and strains our government resources. It's a challenge that impacts all of us. But change is within our reach.

Please consider a gift to join us in this important work.

Name of Campaign Chair OR CEO  
Title

**DATE FOR REMINDER EMAIL #1**

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# 2021 SAMPLE MESSAGING

## REMINDER EMAIL #2:

**Did you know, in 2019 64% of the 21,500 calls to United Way's 2-1-1 information and referral system were for the basic needs of housing and shelter, food, and utilities?**

We all can relate to these most basic needs. As we move towards economic recovery following the past year, we must not forget to serve those in need now as we look towards a stronger future. Take a few minutes to hear how United Way of Greater Stark County is making a difference in their lives. *{insert link to basic needs video}*

Right now, tens of thousands of households in Stark and Carroll County live in poverty. These are families that need our help today, and it's the children who are most vulnerable.

Please join us in making an impact right here at home.

Name of Campaign Chair OR CEO  
Title

**DATE FOR REMINDER EMAIL #2**

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## FINAL REMINDER EMAIL:

Today marks the last day to donate as part of this year's United Way giving campaign.

While we ask you to consider a gift to United Way of Greater Stark County, we also say thank you. Thank you for your consideration of support. Thank you for your past generosity. Most importantly, thank you for changing lives.

United Way of Greater Stark County works to reduce child poverty by addressing the immediate needs of children and their families, while also working to increase household earnings.

Services like Prosperity@Work ensure help is readily accessible through local workplaces. Take a few minutes to watch this video sharing more about United Way's Economic Mobility platforms. *{insert link to economic mobility video}*

Thank you for your consideration of support to United Way, a stronger future is within our reach.

Name of Campaign Chair OR CEO  
Title

**END DATE FOR CAMPAIGN**

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# 2021 SAMPLE MESSAGING

## THANK YOU EMAIL

Thank you for participating in **WORKPLACE NAME's** 2021 Employee Campaign! Your generosity makes a stronger community possible. Your gift will truly make a difference. Every day people in our communities struggle with issues that may seem impossible to solve, but because of your gift there is hope. You have made it possible to reach more people in need of support.

With your help, we're ending the cycle of poverty for more children in our community. Your support ensures access to healthcare, quality education, and economic mobility are all within reach for Stark and Carroll County families.

Thank you for reaching out your hand.

Name of Campaign Chair OR CEO  
Title

DATE FOR THANK YOU EMAIL

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# 2021 PLANNING WORKSHEET

This worksheet can assist you in planning out your campaign communication. Once you've determined all of your dates, feel free to share a copy of this worksheet with your United Way contact. They can make sure that you have supporting materials.

**CAMPAIGN START DATE:** \_\_\_\_\_

**CAMPAIGN END DATE:** \_\_\_\_\_

*The most effective campaigns are best kept to 2 weeks.*

***Dates for any of the following:***

**WELCOME MESSAGE:** \_\_\_\_\_

**KICK-OFF EMAIL:** \_\_\_\_\_

**REMINDER EMAIL #1:** \_\_\_\_\_

**REMINDER EMAIL #2:** \_\_\_\_\_

**FINAL REMINDER EMAIL:** \_\_\_\_\_

**THANK YOU EMAIL:** \_\_\_\_\_

*We recommend sending this email within 1 week of concluding your campaign.*