

United Way Year Round

Ideas to keep you and your staff connected, informed and thanked all year

Connect with United Way and United Way's Work Year Round

Here are some ideas for you to share with staff/colleagues throughout the year. This is a great way for folks to feel good about where their gift is going and how it is making a difference in the community. It also provides ideas for connecting to and raising awareness for issues in the community and will help educate new staff and/or folks that might want to learn more about United Way's work before contributing to next year's campaign. These are just suggestions so feel free to come up with your own ideas to thank and inform as well!

January

- **Healthy start** - This month is all about getting a healthy start to the year. One of United Way of Whatcom County's focus areas is on supporting healthy and active living. Give a reminder that as folks are working on their new year's resolutions United Way is partnering with programs and putting donations to work to build healthy and active lives too.
- **Request for Proposals**- United Way will be calling out to the community this month for Request for Proposals. Any nonprofit 501(c)(3) programs that are working on the same goals as United Way of Whatcom County can apply to be considered for funding. Check our website or the news for more info and let folks know that this is possible thanks to their generous donations.

February

- **Loyal Contributor Day** – Loyal Contributor Day is February 14. A Loyal Contributor is any donor who has been contributing to United Way for more than 20 years. United Way of Whatcom County has over 400 Loyal Contributors. Take this day to say a special thank you to any Loyal Contributors at your workplace. Make a poster, send an email, or announce it at a meeting. These gifts are making a real impact in Whatcom County every day!
- **E-news** – Our e-news is sent out every other month and can also be found on our website. Make sure to subscribe to our e-news and pass it along to others at your workplace so folks can see the latest news from United Way.

March

- **Campaign Celebration Event** – Keep an eye out for our big celebration dinner where we thank those individuals and organizations that did an exceptional job during the campaign. Tickets will be on sale through our office. Get a group together and invite folks who are United Way donors or anybody that would like to learn more about United Way's work.
- **Fund Distribution Volunteers** – We start recruiting for volunteers to serve on our Fund Distribution Committee during this month. Orientation is in April and the meetings take place during May. Invite staff members to join the committee. They can learn about community issues and have a say in where their United Way donation is invested. Not a United Way donor? Joining the Fund Distribution Committee is a great way to learn about our work.

April

- **Financial Literacy Month** – One of United Way of Whatcom County's focus areas in Income is to increase financial literacy. Take time during this month to let folks know that thanks to their gift to United Way of Whatcom County, hundreds of individuals are learning how to be financially responsible and work towards a stable living situation. Celebrate financial literacy this month and know that your contribution to United Way is making a difference in this crucial area. Share tips on financial literacy or challenge staff to try some new techniques to save during this month
- **E-news** – Our e-news is sent out every other month and can also be found on our website. Make sure to subscribe to our e-news and pass it along to others at your workplace so folks can see the latest news from United Way.

May

- **Stamp out Hunger Food Drive** – Every year United Way of Whatcom County helps to sponsor the food drive through the US Postal Service, and gifts to United Way of Whatcom County's Community Impact Fund help to make this effort possible. The drive takes place the second Saturday in May so keep an eye out for what the date will be for this year's Stamp out Hunger Food Drive and encourage staff to put food out by their mailboxes to be picked up by the postal crew.
- **Fund Distribution Committee** – During the month of May of our Fund Distribution Committee meets to review grants and conduct site visits to determine how best to invest Community Impact Funds to make measurable differences in Education, Income, and Health for all in Whatcom County. Remind your staff that their United Way donations to our Community Impact Fund are being thoroughly reviewed and effectively managed and invested during this month. Their gifts make our crucial work possible!

June

- **Thank your Leadership Society Members**- Do you have staff members that pledge \$1,000 or more to United Way? This is the month to take some time to thank them. Make a poster, send an email, or announce it at a meeting. These gifts are making a real impact in Whatcom County every day!
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July

- **Project Homeless Connect** – United Way of Whatcom County is the proud fiscal sponsor for Project Homeless Connect which takes place every July. This remarkable event connects individuals who are homeless and/or low income to an amazing variety of services and items. The event is an incredible way to give folks a hand up and provide some hot meals and self-esteem boosts as well. Let folks know that this project is made possible in part because of generous support to United Way of Whatcom County's Community Impact Fund. There are lots of volunteer opportunities available at this event if folks are interested.
- **Travel UNITED** – Are you or other staff members taking a vacation this summer? Don't forget to pack your LIVE UNITED shirt. Encourage folks to snap a photo in their shirt while on their travels and we'll put it on our Facebook page. Send in your photos and let's see how far around the globe we can go!

August

- **Gearing up for Campaign** – Even though the fall seems far away, during this month we are already preparing for the next Campaign. Who will your Campaign Coordinator be this year? This is the month where you can let us know who to work with for your upcoming Campaign. Remember to save the dates for any Coordinator meetings coming up. We always hold them near the end of August and they always have something fresh and new.

- **E-news** – Our e-news is sent out every other month and can also be found on our website. Make sure to subscribe to our e-news and pass it along to others at your workplace so folks can see the latest news from United Way.

September

- **Campaign Kick-Off Luncheon** – It's here! Our Campaign officially kicks off in September. Check our website for dates, times, and ticket prices. Put together a table and invite folks who are United Way donors or anybody that would like to learn more about United Way's work.
- **Back to School & Attendance Awareness** – This month marks the beginning of the school year and is also Attendance Awareness Month. United Way of Whatcom County provides free Kindergarten Readiness Calendars to all families with pre-school aged kids. We also work year round to support early education and prevent "summer slide" to ensure that the start of the school year is as successful as possible. Let people know that their gift to United Way of Whatcom County's Community Impact Fund makes it possible for us to provide these calendars and to ensure kids start off on the right foot for their school career.

October

- **Candidates Forum** – Every October United Way of Whatcom County sponsors a Candidates Forum where local representatives come and share their views on social service issues. It is a great to hear from all sides of the spectrum and get information on issues affecting our community. Check online for the exact date and invite donors, friends and colleagues to attend. It's open to the public and made possible in part by their support.
- **E-news** – Our e-news is sent out every other month and can also be found on our website. Make sure to subscribe to our e-news and pass it along to others at your workplace so folks can see the latest news from United Way.

November

- **Happy Holidays** – This is a great month to give thanks: thanks to your donors, thanks to your volunteers, and thanks to your hard working team members who do so much every day. Take some time to say a special thank you with a card, email, or in a meeting. It is also a good time to remember that as it becomes winter, contributions to United Way's Community Impact Fund are working in a variety of ways to ensure roofs overhead, heating for families, and warm, nutritious meals. Your donations are making it all possible!

December

- **#GivingTuesday** – Black Friday, Cyber Monday, Giving Tuesday. Every year, the first Tuesday after Thanksgiving is dedicated to giving. This is a day to give online, share your gift on social media, and pass it along. Get folks excited about giving and talk up Giving Tuesday to remind everyone of the spirit of the season. This would be a great day for folks to make a last minute gift to Untied Way if they haven't done so yet— or to increase their gift to United Way. Check the #GivingTuesday website to see what types of things are going on in our community.
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