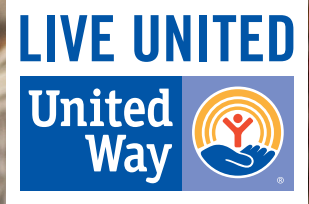


ADVANCING EDUCATION
INCOME AND HEALTH



CO-BRANDING Benefits Us Both

United Way of Central Illinois views funded partners as true collaborative partners in meeting the health and human service needs in our community.

As a grant recipient and funded partner, United Way of Central Illinois asks for your assistance in publicly acknowledging this important financial support throughout the year.

GIVE. ADVOCATE. VOLUNTEER.

**United Way of
Central Illinois**

springfieldunitedway.org

BENEFITS OF CO-BRANDING

United Way's co-branding guidelines were developed to benefit all United Way partners by demonstrating to the public the wide-range of programs working to address our community's priorities.

DEMONSTRATES COLLABORATION

Co-branding indicates to the community that your organization is a collaborative partner in addressing health and human service needs in our community.

DEMONSTRATES CAMPAIGN PARTICIPATION

Co-branding indicates to the community that your organization benefits from and is a participant in the annual United Way fundraising campaign.

PROGRAM PROMOTION

As a funded partner, United Way regularly promotes programs and the important role they play in addressing community priorities. This includes recognition in relevant United Way materials and website.

YEAR-ROUND EXPOSURE

Co-branding creates opportunities for United Way and its partners to gain exposure through various public relations efforts.

DEMONSTRATES COMMUNITY SUPPORT

Co-branding allows partners to use the United Way affiliation as an indicator of community support and a basic level of competence when applying for local, state and national recognition or grants.

OTHER ITEMS TO REMEMBER

Publicity

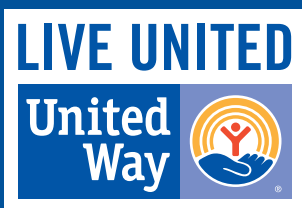
As a funded partner, United Way asks that your organization allow UWCIL to review proposed publicity concerning your community fund grant prior to its release. This is done to make sure that information about the community fund is accurate and to allow United Way to share your good news.

Tours, Presentations

From time to time, United Way partners may be asked to provide a speaker or a tour of their organization in support of the annual campaign or other public awareness efforts. This provides a great opportunity to better educate our community about your services.

Use of Reports

United Way is a results-oriented organization and our ability to raise community funds depends on our ability to demonstrate how investments are making a difference in our community. As a result, United Way may use non-personal program data, provided by your organization, in public reports designed to demonstrate the value of the community fund.



United Way of Central Illinois
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Springfield, IL. 62704
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6 STEPS TO CO-BRANDING FOR FUNDED PARTNERS

STEP 1 - ACKNOWLEDGEMENT IN PROGRAM MATERIALS

Include the approved United Way partner logo on print & digital materials related to funded programs. When people see the United Way logo on your materials, it demonstrates how we are working together to address community priorities and shows the reach of the community fund.

STEP 2 - PLACE LOGO ON YOUR WEBSITE

Your website is often the first place people look for information about your organization. Please be sure to place the United Way partner logo and appropriate link on your website and other digital properties.

STEP 3 - REMEMBER UNITED WAY IN MEDIA

When time/space allows, remember to acknowledge United Way in media related to funded programs. This helps demonstrate how community fund investments and partnerships are making a difference in our community.

STEP 4 - ALWAYS REMEMBER TO ACKNOWLEDGE FUNDERS

United Way encourages partners to leverage their affiliation with United Way as an indicator of community support when applying for additional public and private grants. Please be sure to acknowledge United Way and other funders, proportionately, when acknowledging funding from new sources.

STEP 5 - DON'T FORGET UNITED WAY AT EVENTS

Don't forget to include United Way and other funders at fundraising or special events when proceeds will benefit the funded program.

STEP 6 - UNITED WAY PROVIDED SIGNAGE

United Way will provide window clings, at no cost to your organization, for display at the entrance of each of your locations. Naturally, we understand that some programs are offered in third-party owned locations and that displaying signage at the entrance may not be possible.