

Workplace Campaign Toolkit Overview

Our Workplace Campaign Toolkit includes a variety of materials designed to ensure you succeed in your role as campaign coordinator.

Visit unitedwaydallas.org/workplace-toolkit/ to access the following resources:



Running Your Campaign

- Corporate Campaign Guide
- Pledge Forms (English and Spanish)
- Online Giving Tool Overview

Communicating About Your Campaign

- Email Toolkit
- Social Media Toolkit
- Photo Library
- Logos
- Brand Guidelines

Giving Society Information

- Giving Societies Overview
- Ruth Sharp Altshuler Tocqueville Society
- Women of Tocqueville (PDF + Video)
- Graduated Giving
- Leadership Giving
- Emerging Leaders

About United Way

- Company Overview
- What Your Dollar Can Do
- Impact of Your Donation Postcard
- Printable Impact Posters
- Impact Videos
 - Education: Once Upon a Month
 - Education: Heal Play Learn
 - Education: Digital Bridges
 - Income: Pathways to Work
 - Income: Women in Construction
 - Health: Summer Meals
 - Health: Healthcare Navigators
 - Homelessness Prevention
 - Social Innovation: Accelerator program
 - Southern Dallas Thrives
- Live United Brand Video
- Aspire United 2030 Goals Video