



United Way
of Greater Rochester
and the Finger Lakes

How to Help Promote the United Way Campaign

1. Share your story!

How has United Way impacted you or your organization?

- Share your impact story on social and tag @unitedwayrocflx and/or use the hashtags #unitedwayrocflx #BetterUnited
- Volunteer to share it at a workplace kickoff. Contact Erin Bombard at erin.bombard@unitedwayrocflx.org to join our Speaker's Bureau
- Share your story with United Way. Email us your impact moment at contactus@unitedwayrocflx.org, or by connecting directly to your Community Impact team partner.

The WHY inspires. And YOU are the why.

2. Engage with United Way on social

Follow us. Drop a comment. Share our posts.

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

3. Include United Way's logo where appropriate

Wear your partnership with pride! Add the United Way partner logo on your website, collateral, and more.

4. Share our #BetterUnited canned social media posts

Join the excitement around this year's campaign and share why we are all #BetterUnited. Head to <https://unitedwayrocflx.org/our-work/resources-for-nonprofits/partner-resources/> for sample social posts and graphics.

5. Share our 2023 Campaign video

The most engagement comes from video. Follow United Way of Greater Rochester and the Finger Lakes on YouTube, and share our 2023 campaign video assets:

<https://www.youtube.com/@unitedwayofgreaterrocheste1698>

Have additional ideas on how you can help promote and support our 2023 Campaign as an agency partner? Reach out to Erin Bombard at erin.bombard@unitedwayrocflx.org