

CAUSE MARKETING GUIDELINES

We appreciate that you would like to support United Way and we greatly value our partners in the business community. While we receive many requests, we are required to focus our support. In order to ensure a successful partnership, please review our partnership criteria, deliverables and required minimum financial commitments.

We hope to partner with your company to form a mutually beneficial and sustainable collaboration based on a shared passion for building stronger communities – locally, nationally and globally.

CRITERIA FOR COMPANIES

- United Way requires a guaranteed minimum donation of \$25,000.
- United Way welcomes proposals from businesses with at least one year of operating experience.
- The following business categories are excluded from our corporate partnerships: Adult content, gambling, firearms, tobacco.
- United Way does not endorse specific brands or products.

LIMITATIONS

- While United Way may publicly acknowledge its corporate partners, because of our nonprofit status, we cannot advertise, promote, sell or distribute products or services for our partners.
- United Way may include the promotion on our website provided it meets all the guidelines.
- United Way does not sell, loan or distribute its mailing list or email addresses as part of promotional agreements.
- United Way owns the trademarks for its name and logo and a written contract is required to use any licensed marks.
- United Way requires prior approval of all marketing or promotional materials, advertising and packaging that display our trademarks.

REGISTRATION AS A COMMERCIAL CO-VENTURER

- Your company may also be required to register in certain states as a “commercial co-venturer” if conducting a cause-related marketing promotion. Specific requirements for commercial co-ventures vary from state to state. Although United Way cannot give legal advice to third parties, we recommend seeking legal counsel to ensure compliance with applicable state requirements.

PARTNERSHIP BENEFITS

- United Way provides a set of benefits for partnership beginning at \$25,000.
- Our team will work with yours to create and customize each partnership. Types of partnerships can include: Multi-channel promotions, employee engagement, and product purchase.

- Support provided by United Way can include: Marketing support and co-branded campaign development, volunteer engagement, social media strategy, PR and promotional support.

NATIONAL VS. LOCAL / REGIONAL PROGRAMS

If your proposal is more appropriate as a local program, we may suggest that you contact your local United Way chapter.

Thank you for your consideration,

Melissa Carle
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