



what matters.™

# United Way of Northwest Illinois, Inc.

## *Communication Guide*

September 2004

# Logos



- The United Way of Northwest Illinois, Inc. is incorporating the new United Way logo for use in all local applications.
- A complete selection of logos in PC formats (eps, jpegs, or tif, four-color, two-color, black and white) can be found at [www.uwni.org](http://www.uwni.org) under “campaign central”
- Logos are also available by calling the United Way office at 815.232.5184.

# Campaign tools



The United Way has a number of tools to help with your campaign.

- 2004-2005 campaign brochure
- 2004 Pillars registry/brochure
- Campaign insert with a message from Cindy Werkheiser, campaign chairperson; examples of United Way results; member agency allocations for 2004/2005; and ways the United Way funded programs are making a difference in communities throughout northwest Illinois

# Video



A video highlighting “what matters” has been developed by United Way of America.

- Run time: 3 minutes
- Please let your campaign coordinator or United Way staff member know if you require a video for your campaign.

# Advertising campaign



- The United Way will begin advertising the campaign on Thursday, September 23, 2004.
- We will utilize several key messages
  - What matters.
  - Alone you can do good. Together, we can do better.
- What matters is the bottom line results; the lives we change, the communities we shape – for our communities and our families – that’s what matters.

# Ad campaign

continued



“What matters” is available as a graphic or it may be typed using the standard United Way font.

- Font/Style: the official font is “Meta Bold and Meta Book”. Times New Roman and Arial may be substituted when Meta is not available.

# Ad campaign

continued



## Examples of using “what matters” in text:

- What matters is the bottom-line results; the lives we change, the communities we shape – for our communities and our families – that’s what matters.
- United Way focuses the efforts of our community on what matters.
- Thank you for investing in what matters.
- This is about doing what matters.

# Ad campaign

continued



Examples of using “what matters” for banners, signage, or e-mail signoffs.

- Community matters.
- Newell Rubbermaid & United Way – doing what matters.
- Together, we’re doing what matters.
- Your gift matters. Thank you.
- Thank you for investing in what matters.
- United Way – focused on what matters most. (In our community... in northwest Illinois).

# Personalize your campaign



- Ask employees to submit “what matters” most to them in our community and why.
- Use the answers as e-mail messages to fellow employees.
- If they mention family, provide a way that the United Way supports families in your community.
- If they mention children, provide an example of how the United Way is supporting child care, parenting, scholarships for after-school programs, etc.



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Thank you