

Branding and Messaging Guidelines for Grantees, Partners and Funded Groups



United Way
of Racine County

All logos and branding guidelines can be found on unitedwayracine.org/branding. The information on the webpage and in this document is designed to help you fulfill the requirements in your funding agreement(s). If you have any questions after consulting these resources, please contact Heather Collier, Marketing and Communications Director, via email at hcollier@unitedwayracine.org or by phone at 262-898-2257.

United Way logo and United Way Community Partner logo

When using the United Way of Racine County logo and the Community Partner logo, follow these rules:

- The logo and artwork is fixed and can not be altered in any way
- The localization should not be removed or altered in any way.
- Only use artwork from unitedwayracine.org/branding.
- Do not make a copy of a copy of the logo to ensure integrity of the logo.
- Do not reduce width to less than .75 inches for print or less than 90 pixels pf 1.25 inches for digital applications.
- Do not stretch or compress the logo. In most programs, this can be done by holding the shift key as you resize the logo.
- When the United Way of Racine County logo appears with other logos, such as on a t-shirt or event program, it should be equal in size to the other logos.

Correct



United Way
of Racine County



United Way
of Racine County
Community Partner



United Way
of Racine County
Community Partner



United Way

Incorrect

Too small (top);
localization removed
(bottom)



Special fund logos: Equity Innovation Fund, Women United, Youth as Resources, Equity Through Technology Fund



Some of our funds have special logos. Any special fund logos should be used with the UWRC logo on social media, event programs, press releases and other digital marketing efforts. This helps identify United Way of Racine County as a funder and highlight the important work you are doing with the support of our special funds.

Logo Colors and Special Usage

Full-color use of the logo is preferred, however one-color versions and grayscale versions are available at unitedwayracine.org/branding. CMYK logos are for print materials, and RGB logos are used for digital purposes, including your organization's website and social media.

- If you are creating t-shirts, mugs or other products with the United Way logo, please contact us for a special imprint logo.



Messaging Guidelines

United Way of Racine County and, if applicable, your specific funding source (for example, Women United or Equity Innovation Fund) should be recognized as project funders in all project-related materials, press releases and other media interactions. For example:

- (Project name) was funded by United Way of Racine County
- Special thank you to Women United and United Way of Racine County for funding (project name).

Approval and questions

It is encouraged to submit materials using the logo for approval. Contact Heather Collier, Marketing and Communications Director, via email at hcollier@unitedwayracine.org or by phone at 262-898-2257.

Social Media Best Practices for Grantees, Partners and Funded Groups



United Way
of Racine County

Social Media Strategy

A 2023 study by social media management platform Hootsuite found that only 20% of nonprofits feel 'extremely confident' they are maximizing their social media potential.

(Source: <https://blog.hootsuite.com/social-media-for-nonprofits/>)

Whether you're using your social media to promote awareness, raise funds, increase event attendance or share your impact, identifying United Way of Racine County as a funder can be beneficial for both organizations.

United Way of Racine County Social Handles

When you identify UWRC on your social channels, it is most effective if you tag us. Use the @ symbol before our social media handle, and the mention becomes a tag.

Here are the United Way of Racine County social handles:

- [Facebook](#): @UWRacine
- [X/Twitter](#): @UnitedWayRacine
- [Instagram](#): @unitedwayracinecounty
- [LinkedIn](#): @United Way of Racine County

If your organization is required to recognize United Way of Racine County on social media as part of your funding agreement, using the above handles in a post will satisfy that requirement.

Building a Community

One of the best reasons for a non-profit to use social media is to build a community for your supporters. It's a digital space for like-minded people. When you tag United Way of Racine County, as Focus on Community did with the post at the right, it allows us to share the post.

That tag and share allows both communities to grow, introducing supporters of one organization to another organization. There will be some overlap between audiences, but it will be far more of a Venn diagram than a circle.

The people who follow your organization on social media choose to learn more about you. That makes it the most logical place to share information, invite them to events, to donate or to volunteer. It also makes it important to build a solid, welcoming virtual community for them.



Increase Engagement

One measurement of social media marketing is engagement; how many people "like," comment on or click on links in your posts. A good practice to increase engagement is to engage as the organization – reply to comments on your posts; comment on posts your organization is tagged in and comment on shares of your posts.

Engagement can help build a sense of community, engendering good feelings about your organization in the minds of your followers. That makes them more likely to donate or volunteer when asked.

Social Media Resources for Nonprofits

- Hootsuite's 12 Essential Tips for Social Media Success: blog.hootsuite.com/social-media-for-nonprofits/
- Media Cause's Comprehensive Guide: mediacause.com/social-media-best-practices-for-nonprofits/
- Constant Contact's Social Media for Nonprofits: <https://www.constantcontact.com/blog/social-media-for-nonprofits/>