About United Way Day of Action

OVERVIEW
United Way Day of Action mobilizes volunteers on June 21, the day with the longest period of daylight. Volunteers mobilize across the nation in a highly visible way to inspire people to take lifelong action. It is an opportunity for local United Ways to build on their strategies to improve education, income and health.

United Way Day of Action connects volunteer efforts – reading to children, improving financial literacy, or getting more kids in motion – to how they will lead to a stronger community. It is an opportunity to identify caring, committed individuals and organizations and begin to build relationships to bolster United Way volunteer engagement year round.

The date will also be the official launch of United Way’s education volunteer call to action: a goal to recruit one million more volunteer readers, tutors and mentors who will be called to action to help improve the academic success of young people across America. The focus on education will be highlighted through a number of exciting first time activities, events, partnerships and more. This toolkit has been designed to help local United Ways stay informed and leverage all the action.

FACTS & FIGURES
This year will mark the fourth national United Way Day of Action with a specific focus on education. Last year, 160 United Ways participated across 50 states where they engaged more than 74,000 individual volunteers with more than 433 community projects and activities in education, income and health.

For more information please visit online.unitedway.org/dayofaction where you can access a multitude of resources including United Way Day of Action Report 2010 and ideas and examples.

TALKING POINTS
United Way Day of Action is:
• a strategic volunteer program created to help advance the common good on issues of education, income and health;
• different than Days of Caring because it is aligned with local United Way community objectives towards education, income, health and hosted on a single day across the U.S. on June 21;
• an opportunity to build and deepen relationships with existing United Way supporters while developing relationships with new volunteers;
• a powerful way to show the United Way network creating action on the same day

REGISTRATION
Get counted in our national report for Day of Action 2011 by registering your United Way. To register, go to online. unitedway.org/dayofaction and click on registration or copy paste the following link into your browser in order to go directly to the registration form: http://online.unitedway.org/site/surveys/feedback/index.cfm?surveyid=634354.
Please note that all fields must be completed. Registration takes less than two minutes.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED
Key Activities

SOCIAL MEDIA
Social media is the main channel for communicating Day of Action activities across the country. This year, United Way Worldwide is introducing a Day of Action landing page at liveunited.org/DayOfAction which will serve as the hub for social media communication. Volunteers are invited to Tweet their Day of Action experiences, including photos and videos to #2011Action. All individual Tweets will feed into this national page. The real time nature will visually represent the magnitude of United Way Day of Action as it occurs locally and network-wide. The feeling will be more grass roots, as individual volunteers share their story with others across the nation. The aggregate social media content will be displayed prominently on liveunited.org/DayOfAction.

Online Engagement Opportunities will also be promoted on Facebook (facebook.com/UnitedWay) and will encourage users to comment and post their experiences on United Way’s Facebook wall as well. Ideal content will include pictures and videos of volunteers in “LIVE UNITED” shirts, etc. A number of flip cams will be planted in strategic markets across the country to encourage active posting of video footage from local Day of Action events.

E-DAY OF ACTION
United Way Worldwide and local United Ways will leverage Day of Action to launch a media campaign to begin recruiting volunteer readers, tutors and mentors. Partner organizations, corporations and other groups may also leverage Day of Action to begin spreading the word and recruiting volunteers. See page 3 for how to participate.

DEPARTMENT OF EDUCATION
Ten regional offices are considering employee volunteer programs and E-Day of Action for June 21st in celebration of United Way Day of Action. Locations include: Atlanta, GA; Boston, MA; Chicago, IL; Dallas, TX; Denver, CO; Kansas City, MO; New York, NY; Philadelphia, PA; Seattle, WA; San Francisco, CA; and Washington, DC (headquarters).

Twitter account for Department of Education: @USedgov

NATIONAL MALL EVENT
On June 21 on the National Mall in Washington, DC, United Way Worldwide is hosting a national event for Day of Action. Objectives of the event are to publicly launch and generate national media coverage for United Way’s Education Volunteer Call to Action and Day of Action. This event is being made possible through the sponsorship of Target. The goal is to recruit 1,000 volunteers to assemble 150,000 books to create 50,000 literacy backpacks. Books are being donated by First Book. United Ways in the region, as well as partner organizations and other key groups are invited to participate.

DISPATCH: AMPLIFYING EDUCATION
The popular music group Dispatch is inviting their fans to sign up to become education volunteers by texting the word READ to UNITED (864833) during their June summer tour which is expected to reach more than 150,000 fans; and through an online volunteer recruitment campaign. Fans who pledge to volunteer will receive free music downloads from Dispatch’s Kennedy Center 2009 performance. The band is also working with local United Ways in Denver, Chicago and Boston to host service projects with their fans, education community conversations, and education villages. Learn more about the specific events or the online volunteer recruitment campaign by visiting www.amplifyingeducation.org.

Twitter hashtag for Dispatch- Amplifying Education: #DispatchAmpEd

SATELLITE EVENTS
Target plans to support satellite volunteer activities during Day of Action in a number of United Way markets. Satellite activities will include literacy backpack type projects in partnership with Target employees and their local United Ways.

STUDENT UNITED WAY – YOUTH VOLUNTEER CORPS (YVC) PARTNERSHIP
A new partnership and application process will be announced on June 21. The Youth Volunteer Corps model supports a two-tiered approach to mentoring: adults who volunteer to mentor youth, and youth mentoring younger youth, spanning 11-18 year olds. Selected United Way applicants will become pilot Student United Way - Youth Volunteer Corps groups. This program is an opportunity to explore and test efforts to reach out to populations younger than college age – expanding Student United Way’s scope and reach.

Twitter account for Youth Volunteer Corps: @YVolunteerCorps

Facebook page for Student United Way: www.facebook.com/studentuw
E-Day of Action

Your United Way can participate in Day of Action from the comfort of your office! Join us in improving the academic success of young people across America, by helping to recruit one million readers, tutors and mentors through an e-Day of Action. E-Day of Action is a simple way to create online buzz through social media, email communication and websites. The following Social Media Toolkit will help you make a difference online for Day of Action June 21.

Social Media Toolkit

 ✓ Create Buzz
Leading up to the National Day of Action on June 21, United Way will be working to create online “buzz” using social media channels.

• Help create buzz by sharing our content via your United Way’s social media and online channels. Also encourage your staff to do the same.

• Invite your Day of Action volunteers to participate in the conversation on June 21 from their individual project sites. Ask them to tell their story via social media by posting messages, pictures and videos to:

  • United Way’s national Facebook page (http://www.facebook.com/UnitedWay)
  • United Way’s national Twitter account @live_united Twitter stream (http://www.twitter.com/live_united) and hashtag #2011Action.

**make sure to share these links with your volunteers as they register for Day of Action before and on June 21 so that they have the info handy when they disperse to their project site. We suggest providing a hand-out

 ✓ Feature and Promote the Day of Action Landing Page and Content
Help provide lift for the thousands of volunteers choosing to LIVE UNITED on Day of Action by featuring and promoting the landing page and user-generated content on your website, blog, and social media feeds. This will be especially informative to individuals and colleagues who couldn’t make it out to volunteer on Day of Action but want to be a part of the experience.

 ✓ Follow @Live_United, #2011Action, and #UnitedWay Twitter Streams
Make sure your United Way is following the national Twitter account and streams listed above. United Way will be tweeting in the days leading up to and on Day of Action, and interacting with local United Ways and United Way supporters. This is a great opportunity to engage your own Twitter followers in the event. Ask your followers to tweet their ideas on volunteering, experiences, and Day of Action events to #2011Action.

 ✓ Leverage Day of Action to Recruit Volunteer Readers, Tutors, and Mentors
Help United Way recruit one million volunteer readers, tutors, and mentors over the next three years by directing traffic to liveunited.org/volunteer and engage users to take the pledge. Encourage pledging through social media - Examples to follow. For your convenience, United Way Worldwide has created templates for your use.

Constant Contact

Your United Way can participate in Day of Action from your office! Join us in improving the academic success of young people across America, by helping to recruit one million readers, tutors and mentors with this Constant Contact template. With a few clicks of the button, you can leverage this simple tool to make a difference on June 21 and thereafter.

Log on to Constant Contact. If you don’t have an account go to: http://online.unitedway.org/file.cfm?fid=3018953

1. Create a new email
2. Select “United Way – Day of Action (Volunteer)" template
3. Edit message text if you want to localize
4. Send to your contacts
CONTACTS:
For more information please visit online.unitedway.org/dayofaction where you can access a multitude of resources including United Way Day of Action Report 2010 and ideas and examples.

Day of Action Registration: (703) 836.7112
Ana Cabrera-Cook ana.cabrera.cook@unitedway.org x512

General Day of Action Questions/Comments:
Kiren Bansal kiren.bansal@unitedway.org x117
Mei Cobb mei.cobb@unitedway.org x573

Social Media: Brian Cox x571
brian.cox@uww.unitedway.org

National Mall Event: Liz Moderi x520
liz.moderi@uww.unitedway.org

Dispatch/Department of Education Kiren Bansal x117
kiren.bansal@uww.unitedway.org

Resources
SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

United Way Day of Action June 21, 2011
(EVENT) in (LOCATION)

WHAT: On June 21, individuals and families across the country will participate in the fourth annual United Way Day of Action. Here in (LOCATION), the event will be (DESCRIBE). (PLEASE TIE YOUR EVENT TO THE GOALS IN EDUCATION, INCOME AND HEALTH, IF POSSIBLE.)

WHERE: (SPECIFIC LOCATION)
(IF YOU HAVE DETAILS AT A WEBSITE, ADD THAT HERE)
Please visit http://liveunited.org/dayofaction for additional information about events across the country and ongoing volunteer opportunities.

WHEN: Tuesday, June 21, 2011, (TIME)

WHY: Advancing the common good involves creating opportunities for a better life for all. When individuals, organizations, governments and businesses set aside their special interests and work together, we can make a difference. Living United means being part of the change.

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SAMPLE TWEETS

Short URLs
Day of Action Landing Page:
http://ow.ly/51HAa

Recruiting Volunteer Readers, Tutors and Mentors
http://ow.ly/5dkMR

Long URLs
Day of Action Landing Page:
http://LIVEUNITED.ORG/DayOfAction

Recruiting Volunteer Readers, Tutors and Mentors:
LIVEUNITED.ORG/LUWvolunteer

Reminder:
Leading Up to Day of Action

Tweets are limited to 140 characters including spaces. Use the sample tweets below or adapt them to meet your needs. Remember to leave enough characters vacant for retweets. (Example, when a person retweets a tweet from @Live_United, the retweet is preceeded by “RT @ live_united...” which occupies 15 characters. To maximize retweeting, @live_united tweets are typically under 125 characters.


#UnitedWay Day of Action is June 21, join thousands of others and volunteer in your community! #2011Action http://ow.ly/51HAa

#UnitedWay Day of Action 6/21. Join hands, make a difference. It’s just the beginning. What will your #2011Action be?

Calling all VOLUNTEERS, join #UnitedWay Day of Action on 6/21 and inspire others to join you! Tweet pics & vid 2 #2011Action


@live_united is posting pics & vids of volunteers on Day of Action 6/21. Tweet yours 2 #2011Action & watch http://ow.ly/51HAa


Sometimes kids need someone 2 believe in them, that’s why mentors change lives. Pledge #2011Action #KidsWin http://ow.ly/51HAa

#UnitedWay is recruiting one million volunteer readers, tutors, & mentors. It all starts on 6/21 #2011Action #KidsWin http://ow.ly/5dkMR

Fight the dropout rate with #UnitedWay. Pledge on #2011Action w/ thousands across the US, get started on 6/21 http://ow.ly/51HAa

Join the community convo w/ @UnitedWayDenver and @dispatchmusic #dispatchamped on 5/31 to discuss how #kidswin with improved education!

Join @dispatchmusic & @UnitedWayDenver for #Denver Community Conversation on 5/31 at 6pm http://conta.cc/kkg1Qf # DispatchAmpEd

Take #2011action 4 education http://ow.ly/5dkMR and access free song download for @ dispatchmusic #unitedway

Hey @dispatchmusic fans - #UnitedWay & Dispatch teaming up this summer, kicking off in Denver next week (5/31) http://ow.ly/521ia #KidsWin

@dispatchmusic We are so excited 2 team up w/ you to recruit education volunteers! #KidsWin Can’t wait 2 see your shows in June! #UnitedWay

@USEdgov we look fwd to partnering with you to recruit education volunteers to help #kidswin #unitedway http://ow.ly/5dkMR

Gearing up for our #2011action here in <LOCALUW> excited to have volunteers from @USEdgov as well as @dispatchmusic fans

DAY OF ACTION TWEETS

TODAY is the National Day of Action! Kick off your commitment and volunteer today! Send your Pics & Vids to #2011Action

VOLUNTEERS: Tweet Pics & Vid to #2011Action, help #UnitedWay show the power of LIVING UNITED! http://ow.ly/51HAa

Follow #2011Action to hear stories, see pics & vid of volunteers across America. Take action and share yours! #UnitedWay

Celebrate the Day of Action. Take the pledge to read to, tutor, or mentor a child. #KidsWin, your #2011Action makes a difference! http://ow.ly/5dkMR

Follow @live_united 4 tweets from across the country as #UnitedWay’s 2011 Day of Action unfolds. Take the pledge, volunteer http://ow.ly/51HAa #2011Action

Volunteering 1 hour/week could change a life, one million volunteers will change the world. Take #2011Action #KidsWin. http://ow.ly/5dkMR


From National Mall in DC to small towns across the US, volunteers are walking the walk w/ #UnitedWay 2day. Follow #2011Action #KidsWin

@live_united is tweeting LIVE throughout the day! Follow for Pics, Vids, & Stories from #UnitedWay Day of Action #2011Action

@live_united launches new partnership on #2011action with @YVolunteerCorps to help engage 11-18 year olds in volunteering at young age

On #2011Action @live_united and @YVolunteerCorps launch new partnership Student United Way-YVC to engage middle and high school students

@live_united and @YVolunteerCorps partnership highlights success of mentoring pyramid adults to young adults to teenagers and youth

Thanks to @USEdgov regional offices for the support and volunteering to help #kidswin on #UnitedWay Day of Action #2011Action #KidsWin

Employee volunteers from @USEdgov regional office in <CITY> help #kidswin on United Way Day of Action #2011Action

@USEdgov employee volunteers helped #kidswin today #2011action! Tweet pics&vid to #2011Action

Gearing up for our #2011action here in <LOCALUW> excited to have volunteers from @USEdgov as well as @dispatchmusic fans lend a hand

@Dispatchmusic fans tweet in more pics/videos of your service projects to #2011Action

What do you think one million volunteers could accomplish? Tweet your ideas to #2011Action and visit http://ow.ly/51HAa

Note: @live_united will be tweeting new content as it is available on 6/21, please follow @live_united on Twitter for additional content to retweet on the Day of Action.

AFTER DAY OF ACTION

Winding down United Way Day of #2011action here in <LOCALUW> must thank all our volunteers from <insert> who helped #kidswin

Thanks to all our volunteers who provided hope on #2011Action #KidsWin

Just because United Way Day of #2011action is over doesn’t mean the work is done. Sign up to volunteer today http://ow.ly/51HAa

It’s a 3 year goal to recruit 1MM volunteer readers, tutors and mentors... help us get there by spreading the word http://ow.ly/5dkMR

Tweet in more pics/videos of your Day of Action to #2011Action

Winding down #United Way Day of #2011action. Thanks 2 all volunteers from <insert> @USEdgov who help #kidswin

Join the community convo on education w/ UW MassBay @speakunited & @dispatchmusic on 6/23 #kidswin http://ow.ly/52ZQt

@dispatchmusic concludes summer tour w/ community convo on education crisis in U.S. co-hosted @speakunited http://ow.ly/52ZQt

Stay tuned for upcoming events activities with #unitedway & @USedgov in a community near you!

@dispatchmusic #dispatchamped is Living United throughout the month of June by standing up for education. Join them and others by volunteering today http://ow.ly/51HAa
FACEBOOK

It is recommended that your Facebook postings follow a similar messaging arc as your tweets. Use Facebook as an opportunity to link users directly to your Local United Way Day of Action website or LIVEUNITED.ORG/DayOfAction.

Facebook is an ideal vehicle for distributing longer posts (relative to Twitter) and embedded media. United Way Worldwide will provide Facebook content in the weeks surrounding the Day of Action on June 21st. Please follow facebook.com/UnitedWay, and feel free to use content on your respective pages.

Facebook Ideas for United Way Day of Action

- Link to liveunited.org/volunteer to help recruit one million readers, tutors, mentors (pledges)
- Post open-ended questions: “How will you volunteer?”
- Post local volunteer opportunities
- Tag “United Way” in your Facebook posts
- Share photos and videos from Day of Action on United Way Facebook Page
- Ask (and assign) volunteers to take photos and videos and share them on the United Way Facebook page
- Hyperlink to @UnitedWay in your post