



United Way Marketing Policy for Community Partners

Approved by Board of Directors January 2026

The partnership between United Way and its Community Partners can have powerful marketing and fundraising benefits for all of us. United Way of Southwest Wyoming (UWSW) has established the following marketing policy for funded Community Partners.

All agencies or organizations receiving UWSW funding are required to follow these guidelines in all materials related to funded programs. UWSW will conduct ongoing follow-up to ensure partnership marketing standards are being met.

Questions and concerns can be directed to Kelly Frink at 362-5003 or kfrink@swunitedway.org.

MAILING LIST & COMMUNICATIONS

Community Partners are asked to add UWSW to their mailing lists so we may receive materials typically shared with volunteers, donors and clients. Physical mail or email PDF versions are acceptable and should be sent to srichno@swunitedway.org.

Signage

Use United Way provided signage – “Community Partner” Sign

- Posted outside by entry door or
- Front office visible upon entry

Social Media

- Tag UWSW in all relevant posts related to funded programs
- ~~In addition,~~ A minimum of two posts per year must specifically acknowledge funding and Community Partner status.
- Dates of posts will be required in mid and year end reporting

Handles: Instagram: @unitedwaysw Facebook: unitedwaysw

Program Publications

Community Partners must include the Community Partner United Way logo whenever possible. If a logo cannot be used, include one of the following statements:

- “United Way Community Partner”
- “Funded by United Way of Southwest Wyoming”

Logos should appear in the following publications, but is not limited to:

Logos or statements should appear in the following publications, but is not limited to:

- Brochures
- Newsletter
- Annual Report
- Signs
- Event invitations and programs

Identification in the media

A press release sent to local media needs to be sent by the funded program in accordance with the signed MOU.

- A copy must be e-mailed UWSW at the time of submission.
A sample press release is posted on our website.

Identify programs as United Way funded whenever giving newspaper, radio or television interviews or submitting press releases. Stress the importance of inclusion in article or segment.

- Press Release
- Captions of stand-alone photos
- Advertisements
 - Newspaper (include logo)
 - Radio
 - Cable TV (include logo)
 - Theatre Ads (include logo)

Website

The United Way logo needs to be posted and linked to our website:

www.swunitedway.org

Share your website address with UWSW so we may link to your organization from our site.

Other

Include UWSW logo on all displays or booths

Logo Usage

Logos for Community Partners are available on the UWSW website.

The United Way brand identity represents who we are, what we do and why we are trusted throughout the communities we serve. Consistent and correct use of the brand protects its integrity and strengthens our collective impact.

Never crop the logo from its rectangular shape or pull the hand graphic for stand-alone use.

Rules for all United Way logos.

Do not reduce width to less than 1 inch for print or 100px for digital



Full-Color (preferred): Use the CMYK version for print and RGB for digital.



Full color, white lettering for use on dark backgrounds or photographs where the full-color logo will not work. When using this version, ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.



One-Color Version (Black): Use in applications where full-color or knockout logos would not provide sufficient contrast. It can also be used for grayscale or one-color printing.