



## **Power of Giving Local United Way Community Partner Toolkit Step-by-Step Instructions**

In order to maximize the Power of Giving impact on your community, we have assembled an e-toolkit to support outreach to your local agencies and partners. The goal is to drive people to [www.volunteerconnecticut.org](http://www.volunteerconnecticut.org) where they will find opportunities right in their own backyard. Help us help you!

1. Please **email your non profit organizations by June 17, 2009** and urge them to **add and/or update their volunteer needs information** with their local United Way.
2. Feel free to attach **the Community Member letter** to the email to provide them **more background** on the Power of Giving.
3. **Help drive viewers -- and potential volunteers** for your community organizations -- by **emailing these flyers** to all your contacts on the dates listed below. The earlier in the day, the better. 😊
  - a. **Save the Date Flyer:** **Friday, June 19, 2009**
  - b. **Tune in Flyer:** **Monday June 22, 2009**
  - c. **Don't Forget to Watch Tonight:** **Thursday, June 25, 2009**
4. **Post** the Power of Giving **Banner Ad** on your homepage.
5. Promote the Power of Giving in your e-newsletters.
6. **Include the URL link** for the Power of Giving webpage: <http://www.cptv2.org/powerofgiving/>.
7. **Send** a Power of Giving **Press Release** to your local media contacts. There are two versions you can choose from. Use the **“Generic” version** if you **do not want to include a quote** from your CEO. If you would like to **add a quote from your local United Way CEO**, use the **“Custom” version**. Please **do not change any other copy** in the release.
8. **Stream Power of Giving video** promotional spots on your website. To download the video right-click on the “promotional video” select “save target as” or “save link as” and choose the location on your computer where you would like to save the file. Then post the video on your site.
9. Other **Promotional Materials Coming Soon** include four educational vignettes. They encourage people to engage in volunteerism and can be a terrific call to action. They will be available for download after the Power of Giving broadcast on June 25<sup>th</sup>.
10. The Power of Giving Initiative will **continue through December 31, 2009**, so please send your non profit partners **reminder emails to add/update their volunteer opportunities**.