

## **Co-Marketing Policies for Partner Agencies/Programs of the United Way of the New River Valley**

*It is in the mutual interest of the United Way of the New River Valley and its partner agencies that each party should maximize efforts to clearly establish our relationship to the public. Signature of the Partnership Memorandum serves as agreement to these policies.*

### **The United Way of the New River Valley shall discharge this responsibility through:**

- o Inclusion in resource development printed material that lists and describes partner agencies;
- o Year-round inclusion of partner agencies and service information in non-campaign materials and public/private presentations;
- o Inclusion of agencies and services in locally produced audiovisual materials;
- o Arranging tours of agencies for campaign awareness and education purposes;
- o Assisting agencies in enhancing their own communication skills through information, opportunities, and technical assistance;
- o Inclusion of agencies in workplace campaign presentations and other public/private events.

### **Partner Agencies shall discharge this responsibility through:**

- o Featuring prominent United Way agency signs on the exterior (where possible) and interior of offices and facilities; (*United Way logos and signs are available on request*)
- o Using the United Way logo **and** "A United Way Partner Agency" or equivalent wording on letterhead and envelopes; o Reference to United Way affiliation and activities in newsletters and other such printed communications, and constant use of United Way logo;
- o Use of United Way logo **and** identity in all printed materials such as brochures, annual reports, fund-raising materials, etc., and in all locally produced audio visual materials;
- o One positive press release to local media outlets about the funding award given by United Way (UWNRV) regarding how it will assist the agency/program in achieving its community mission;
- o Reference to "United Way Partner Agency" in all written press releases, media interviews or public occasions;
- o Clear reference to United Way identification whenever speaking engagements or volunteer trainings are presented, whether entered on behalf of the United Way or the agency itself;
- o Cooperation with requests for tours and speakers, realizing that these activities have direct benefits to the Agency as well;
- o Prompt acknowledgment of designated pledges upon notification by United Way;
- o Aggressive promotion and marketing of the agency's programs and services to the community.