

2026 - 2027

SOCIAL MEDIA TOOLKIT



UNITED WAY
Champaign County

SOCIAL CONTENT FRAMEWORK

Post 1: Campaign Kickoff

Caption

We're excited to kick off our United Way workplace giving campaign at [Company Name]! Together, we have the opportunity to make a meaningful impact for local families, children, and neighbors across our community.

Throughout this campaign, every gift helps strengthen the building blocks of a thriving community and demonstrates what is possible when we unite around a shared purpose.

Image

Include a team photo, decorated breakroom, or kickoff event image. Build excitement!

Post 2: Mid Campaign

Caption

When we come together, we build a stronger future.

The momentum is growing at [Company Name]'s United Way campaign! Every gift, every participant, and every act of generosity is helping create a stronger, more resilient Champaign County.

If you haven't joined in yet, there's still time to make an impact. Let's keep the momentum going and show what's possible when we unite for our community.

Image

Include a photo of a campaign event, team challenge, volunteer activity, or employee participation.

Post 3: Final Thank You

Caption

Our United Way campaign at [Company Name] has officially wrapped, and we're proud of what we accomplished together. Every donation, and act of generosity helped move us closer to a stronger, more resilient community.

Thank you to everyone who participated and showed what it means to be united for our neighbors. Your support will create lasting impact right here in Champaign County.

Image

Include a final tally graphic, campaign celebration photo, or team thank-you image. Highlight engagement.

Messaging Tips

Tag and Engage: Tag @uwchampaign in campaign posts and encourage employees to like, comment, and share content to expand the campaign's reach.

Show Your People: Posts featuring employees consistently perform better than graphics alone. Share photos of campaign activities, volunteer projects, kickoff events, leadership participation, or friendly competitions.

Tell the Story: Whenever possible, share why your company participates. A short message from leadership, a campaign champion, or an employee can make the campaign feel more personal and meaningful.

Focus on Collective Impact: Use words like together, united, community, and shared purpose. Workplace campaigns are about what a team can accomplish collectively.

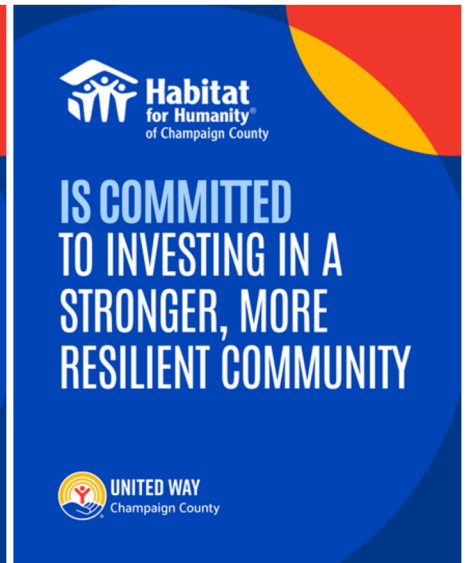
Keep the Momentum Going: Don't wait until the end to communicate. Share campaign milestones, team challenges, volunteer activities, or participation updates throughout the campaign.

CAMPAIGN GRAPHIC TEMPLATES

Workplace Campaign Announcement



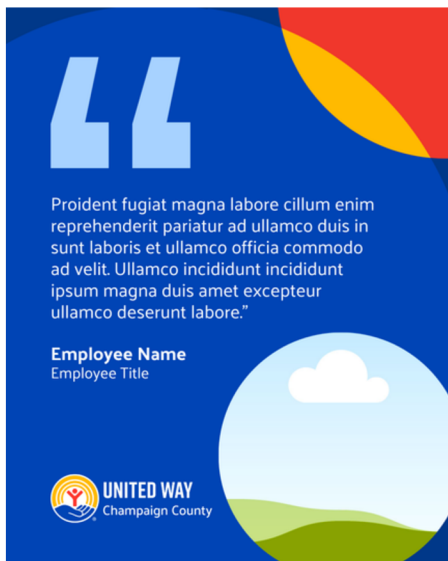
Examples



[CLICK HERE TO ACCESS THE CANVA TEMPLATE](#)

Feel free to pair these graphics with the first post image highlighting the campaign kickoff. Caption details provided on the previous page.

Leadership Testimonial



Include a quote from a leader in your company who supports United Way. Ask them their why, and include extra context in the caption to support the graphic. Include a headshot or group image representing the leader visually.

[CLICK HERE TO ACCESS THE CANVA TEMPLATE](#)

Meet Our ECC



Introduce the person championing the workplace campaign. In the caption include details of why the person enjoys being the ECC. Include a headshot or group image representing the ECC visually.

[CLICK HERE TO ACCESS THE CANVA TEMPLATE](#)

If you have any questions or issues accessing the templates, please reach out to Alyssa Whitacre at alyssa@unitedwaychampaign.org

UNITED IS THE WAY



UNITED WAY
Champaign County

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