

2020 Social Toolkit

95 YEARS
SERVING THE VALLEY





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This Toolkit Shares

- Our Social handles, hashtag, website
- Sample posts and video/images
- Sharable stats
- Additional resources

Our Social Channels

Make sure to follow us on these social media platforms and feel free to 'share' or 'retweet' any of our social content.



[@myvsuw](https://www.instagram.com/myvsuw)



[@myvsuw](https://twitter.com/myvsuw)



[Valley of the Sun
United Way](https://www.facebook.com/ValleyoftheSunUnitedWay)



[Valley of the Sun
United Way](https://www.linkedin.com/company/ValleyoftheSunUnitedWay)



[VSUW](https://www.youtube.com/VSUW)

To Include Us In Your Posts

- Make sure to tag us using the handles on the previous slide (@myvsuw)
- Add our hashtag #UnitePHX
- Feel free to include a link to our website – www.vsuw.org

Sample Posts

Use the following posts during your campaign to share about our partnership together on your own social channels.

Sample Posts: Facebook/LinkedIn

- At [Company], we believe in [CSR]. With Valley of the Sun United Way, we can Activate, united around this topic to create solutions. We are so excited to have started our campaign and reach our goal of [goal] to help address these urgent and complex needs.
- We are using this challenging time to do something unique with an all digital campaign with Valley of the Sun United Way. Through this we Activate leadership around the needs of our community. This is an exciting partnership and we can't wait to see how our campaign turns out!
- In [month] we started a campaign with Valley of the Sun United Way to Activate hope. As we come near the end of our campaign, we are excited to announce we have helped raise [amount raised] for the Valley's most pressing needs! Learn more about Valley of the Sun United Way at www.vsuw.org.
- Our community needs all of us to unite around the most pressing needs. That's why we partnered with Valley of the Sun United Way to Activate solutions. We are so excited for our campaign and can't wait to get started.
- We love Valley of the Sun United Way's call to Activate around the Valley's most pressing needs so much that we decided to do our own campaign with our employees! Since things look a little different lately, we're doing our very first all virtual campaign. We're excited to engage around these needs in a way that helps our community and keeps everyone safe!
- **Add an image of your employees during an activity related to your campaign**
It is amazing to see how our employees Activate change through our Valley of the Sun United Way campaign. [Describe what is happening in image]

Sample Posts: Twitter

- With @myvsuw, we can Activate, united around [CSR] to create solutions. We have started our campaign with goal of [goal] to help address these urgent and complex needs. #unitephx
- In this challenging time we're doing something unique - an all digital campaign with @myvsuw. Through this we Activate leadership around the needs of our community. This is an exciting partnership and we can't wait to see how our campaign turns out! #unitephx
- Our [month] campaign with @myvsuw to Activate hope [is coming to an end/has ended]. We have helped raise [amount raised] for the Valley's most pressing needs! Learn more about Valley of the Sun United Way at www.vsuw.org and #unitephx.
- Our community needs all of us to #unitephx around the most pressing needs. That's why we partnered with @myvsuw to Activate solutions. We are so excited for our campaign and can't wait to get started.
- We love @myvsuw's call to Activate around the Valley's most pressing needs so much that we are doing our own campaign! We're doing this totally virtually for the first time and are excited to engage in a way that helps our community and keeps everyone safe! #unitephx
- **Add an image of your employees during an activity related to your campaign**
It is amazing to see how our employees Activate change through our @myvsuw campaign. [Describe what is happening in image] #unitephx

Sample Posts: Instagram

- [CSR] is what we're about at [Company].
With @myvsuw, we can Activate, united around this topic to create solutions.
We are so excited to have started our campaign and reach our goal of [goal] to help address these urgent and complex needs.
#unitephx
- During this challenging time, we thought why not do something unique?
We are running an all digital campaign with @myvsuw!
Through this we Activate leadership around the needs of our community. This is an exciting partnership and we can't wait to see how our campaign turns out!
#unitephx
- We have helped raise [amount raised] for the Valley's most pressing needs!
In [month] we started a campaign with @myvsuw to Activate hope. We're proud to be able to give back to our community in this way and we're proud of our employees for making this happen.
#unitephx
- Our community needs all of us to unite around the most pressing needs we see every day.
That's why we partnered with @myvsuw to Activate solutions.
We are so excited for our campaign and can't wait to get started.
#unitephx
- We love @myvsuw's call to Activate around the Valley's most pressing needs so much that we decided to do our own campaign with our employees!
We're doing our very first all virtual campaign.
We're excited to engage around these needs in a way that helps our community and keeps everyone safe!
#unitephx
- **Add an image of your employees during an activity related to your campaign**
It is amazing to see how our employees Activate change through our @myvsuw campaign.
[Describe what is happening in image]
#unitephx

Images for Social

These are available for you to share with any posts you make about your Valley of the Sun United Way campaign.

Twitter
Images

Facebook/Linkedin
Images

[Link to
Download
Images](#)

Videos

These are available for you to share with any posts you make about your Valley of the Sun United Way campaign.

Activate 2020

Ft. Carla Vargas Jasa

<https://youtu.be/Za0K5jviNYQ> - 60sec

<https://youtu.be/AUvqrBY1YZg> - full version

COVID Relief Playlist

Compilation of Success Stories from
Our United for the Valley COVID-19 Fund

https://www.youtube.com/playlist?list=PLOr8OuTsdU_09TL1TI30vw3LZhwsRmOkM

Impact Statistics

Customize your content to include some of United Way's statistics around your CSR

Homelessness



With Valley of the Sun United Way:

- 2,188 tenants retained permanent housing
- 4,058 adults obtained employment

Community stats:

- There are currently 7,400 people experiencing Homelessness in Maricopa County each night
- 29% of Families in Arizona are Working Poor

Hunger



With Valley of the Sun United Way:

- 635,646 individuals received an emergency meal
- 18,125,262 emergency meals served
- 79,205 children received Breakfast in the Classroom across 108 schools
- 573 Community members received Wise Choices Financial and Nutritional Training
- 1,095 lbs (over half a ton!) of fresh produce grown via The Garden Harvest Program, which was distributed to community members from gardens VSUW volunteers helped to build

Community stat:

- 29% of Families in Arizona are Working Poor



Education

With Valley of the Sun United Way:

- 7,000 kids received School Readiness Kits

Community stats:

- 1 in 4 kids in Arizona live in poverty

Other



With Valley of the Sun United Way:

- 5,000 volunteers supported projects and programs throughout Maricopa County!

Community stats:

- 216,603 continued claims for unemployment insurance in Arizona were filed as of June 27, 2020 – a year ago at this time, the continued claims were 26,689 - this change represents a 711.6% increase in unemployment needs

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vsuw.org

Additional Resources

These area some other things that may help you during your campaign



Links

- www.vsuw.org/athome
- www.vsuw.org/joinagroup
- www.vsuw.org/blog
- www.vsuw.org/volunteer
- www.vsuw.org/taxcredit
- www.vsuw.org/faq
- www.vsuw.org/covidreport

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QUESTIONS?

Contact Meryl Hall at mhall@vsuw.org