

## APPENDIX D: Co-Marketing Requirements

Grantees agree to support UWLC during its fundraising campaign and in the community in the ways identified below and understand that failure to participate may lead to a reduction or elimination of funding.

Category	Description
<b>UWLC Branding of a Funded Partner</b>	<p>UWLC logo (logo should not be altered) must be present and/or <u>United Way</u> must be mentioned in the following:</p> <ul style="list-style-type: none"> <li>• Places of operation visited by customers/clients where funded program(s) take place, including the use of a UWLC logo</li> <li>• Collateral/printed materials for the funded program(s) – such as newsletters, brochures or pamphlets, etc.</li> <li>• Identify partnership by placing UWLC logo on organization's website and have a link to <a href="http://www.uwlowcountry.org">www.uwlowcountry.org</a></li> <li>• Identify as a funded UWLC partner agency on all social media accounts.</li> <li>• United Way support must be mentioned in all listings of organization and program funders, including annual report</li> <li>• Press releases and media interviews about the funded program(s)</li> <li>• Special events (e.g., annual meetings, fundraising events, etc.)</li> </ul>
<b>Speakers and Tours</b>	<ul style="list-style-type: none"> <li>• Provide speaker(s) who have been trained by UWLC staff to deliver a community-wide message, especially during United Way campaign.</li> <li>• Host program/facility tours and organize volunteer projects (where relevant).</li> <li>• Provide marketing materials, including media interviews for United Way stories.</li> </ul>
<b>Education</b>	Educate employees and volunteers about the unique opportunity United Way provides for our whole community to work together, as well as the <i>specific</i> work United Way supports through your organization.
<b>Success Stories/ Photographs</b>	Provide 4 success stories and examples that may be incorporated into United Way's ongoing donor communications efforts throughout the grant cycle (2 in application and 2 during interim report), including photographs when client confidentiality is not in jeopardy.

To obtain updated electronic logo files or for any specific questions or concerns about marketing standards and compliance, please contact Wendy Jones at [wjones@uwlowcountry.org](mailto:wjones@uwlowcountry.org).