



## Campaign Theme: “Leading the Way”

### Messaging

The theme for the 2024 United Way Workplace Campaign is **Leading the Way**. This theme highlights the critical role donors play in leading positive change in our communities and underscores our brand identity through the word “way.” The theme is action-oriented, optimistic, future-focused, and adaptable to reflect the many ways United Ways are leading change in communities around the world.

This campaign is intentionally designed to serve as a “brand bridge” between our current branding and the refreshed branding that launches later this year. While we will retain the current brand look and feel, the campaign presents a strategic opportunity to begin socializing our refreshed brand architecture, messaging, and voice with the public. The theme of the 2024 United Way Year-End Giving Campaign – which will be activated in November – will clearly connect back to “Leading the Way” and complete the bridge to our refreshed brand’s visual identity.

### Lead Message and Call to Action

Here is a recommended overarching campaign message and call to action to articulate your community value proposition and case for support.

“Everyone deserves the opportunity to thrive. That’s why United Way mobilizes the caring power of neighbors, businesses, and community partners to lead transformational change here in the Greater Capital Region.

From strengthening local resilience to advancing health, youth opportunity, and financial security, we’re working towards a future where everyone can reach their full potential.

Donate today.

Join us in Leading the Way to a better future for all.

[www.unitedwaygcr.org/leading](http://www.unitedwaygcr.org/leading)”

As appropriate, corporate partners can also customize calls to action with their company’s name. For example:

“Donate today. Join [Company Name] in Leading the Way to a better future for all.”



## Supporting Impact Area Messages and Calls to Action

Throughout the course of your campaign, leverage specific examples of how your United Way is making a positive impact in your community. Your impact stories and proof points should clearly connect to our brand impact areas: Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency. Below are examples of how you can customize your calls to action with impact area-specific messaging. For more information on impact area messaging, consult the new [Brand Messaging Toolkit](#).

### **Healthy Community call to action example:**

- Donate today.  
Join us in Leading the Way to a healthier community for our neighbors through United Way's Summer Meals program that has served over 2.6 million meals to kids and teens since 2013.

### **Youth Opportunity call to action example:**

- Donate today.  
Join us in Leading the Way to opportunities for young people to succeed as we work to ensure that every child has the tools they need to graduate high school.

### **Financial Security call to action example:**

- Donate today.  
Join us in Leading the Way to a more secure financial future for families through financial coaching and tax prep assistance.

### **Community Resiliency call to action example:**

- Donate today.  
Join us in Leading the Way to a stronger, more resilient community for all by providing basic needs assistance like food, shelter, and warm clothing.