



DAYS OF CARING

5 days, 5 ways to volunteer, give back and work toward a more equitable community

SUPPORTING SPONSORSHIP INFORMATION

September 14-18, 2020

Join us as we reimagine the largest day of volunteering in the state during the time of social distancing. This year, Days of Caring will be expanded to one week: 5 days, 5 ways to volunteer, give back and work toward a more equitable community.

The week of September 14 will be full of ways to get involved—each day, participants can choose a favorite activity. From hosting a supply drive to learning about advocacy to attending an in-depth discussion around social justice, there will be lots of ways to engage, challenge your thinking and make a difference!



MONDAY – TAKE ACTION DAY. Choose from our list of local nonprofits—including hundreds that are led by and serving communities of color—and organize a supply drive for them. You'll tap your network, collect needed items and deliver them to the agency.

TUESDAY – EDUCATION DAY. Time to bone up on an issue you care about! Check out our curated list of smart articles, take our fun quiz and share your results with your friends. You can also learn about the impact that an accurate Census count has on communities through a learning session or by virtually volunteering with a group of select agencies.

WEDNESDAY – ADVOCACY DAY. Use your voice! Get primed on how to reach out to your elected officials and use your social networks to extend the availability of benefits to families still reeling from the economic crisis of COVID-19. Then join us for a one-hour Advocacy 101 session to learn how to speak out on issues you care about.

THURSDAY – SOCIAL JUSTICE DAY. Start here by checking your own biases, get resources to start conversations around race and social justice, virtually volunteer with agencies who focus on social justice and register to vote.

FRIDAY – COMMITMENT & GIVE DAY. When it ends is up to you: find a way to keep giving back throughout the year. Mentor a young person, help a nonprofit grow their social media presence—there are lots of ways to continue the spirit of giving back.

SPONSORSHIP DETAILS

SPONSORSHIP BENEFITS	TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000	ALLY \$3,000
Company mention on digital and/or radio ads	✓					
Company spotlight in a United Way blog post highlighting Days of Caring	✓	✓				
Company name featured in Days of Caring press release	✓	✓	✓			
Highlight of your company on UWKC's social media platforms <small>(view Appendix A for details)</small>	Level 1	Level 2	Level 3	Level 3		
Company logo featured on all email communications pre- and post-event, including daily event emails to all participants	✓	✓	✓	✓	✓	
Company logo featured on UWKC event landing page	✓	✓	✓	✓	✓	✓
Early access to both virtual and in-person volunteer projects	✓	✓	✓	✓	✓	✓

WANT TO LEARN MORE?

We'd love to talk with you to customize an experience that works for you. Please contact James Modie at jmodie@uwkc.org or 206.659.1047.

Appendix A – Social Media Recognition

LEVEL 1 BENEFITS	
<ul style="list-style-type: none"> • Option to connect with our Social Media Strategist to create a personalized social media plan • Individual posts on <u>all 4</u> of UWKC's platforms: Facebook, Instagram, Twitter & LinkedIn <ul style="list-style-type: none"> ○ Variety of posts, including stories • Option to send us a content link to include in posts • Company logo added to event promotional video 	
LEVEL 2 BENEFITS	LEVEL 3 BENEFITS
<ul style="list-style-type: none"> • Individual post on Facebook • <u>2</u> additional posts on preferred platform(s) 	<ul style="list-style-type: none"> • Individual post of Facebook • <u>1</u> additional post on preferred platform