



UNITED WAY
Greater St. Louis

CAMPAIGN KICKOFF TEMPLATE TOOLKIT

UNITE WITH US.
[HELPINGPEOPLE.ORG](https://www.helpingpeople.org)

2026 CAMPAIGN KICKOFF TEMPLATE

MAKE YOUR CAMPAIGN SOCIAL

HERE, YOU WILL FIND RESOURCES AND TIPS FOR SHARING CONTENT ABOUT THE 2026 UNITED WAY COMMUNITY CAMPAIGN KICKOFF ACROSS YOUR SOCIAL MEDIA PLATFORMS.

BRAND GUIDELINES

During our United Way of Greater St. Louis campaign, you may create marketing materials using our logos, color palette, fonts, and more. You can logos and assets [here](#).

BE SURE TO TAG US

- Facebook: [@United Way of Greater St. Louis](#)
- LinkedIn: [@United Way of Greater St. Louis](#)
- Instagram: [@unitedwaystl](#)
- X: [@unitedwaystl](#)
- TikTok: [@unitedwaystl](#)

HASHTAGS

You can use these **hashtags** to interact with people on social media and make your campaign efforts more recognizable:

- #UniteWithUs
- #UnitedWeHelp
- #UnitedWeStabilize
- #UnitedWeSupport
- #UnitedWeGive

SAMPLE POSTS

Sample copy can be used directly or as a **general template**. Feel free to elaborate, change, or create very individualized posts. You can also pair these posts with sample visuals (see next page).

CAMPAIGN KICKOFF DATE: *September 15*

STAFF

Today we officially kick off the 2026 United Way Community Campaign!

This is about more than fundraising. It's about choosing to invest in each other. Every gift, volunteer hour, and act of support helps strengthen our region and create opportunities for neighbors who need

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us most. That's why I'm proud to stand with United Way. #UnitedWeGive. Join us at helpingpeople.org

AGENCIES

Today we officially kick off the 2026 United Way Community Campaign! As a proud United Way of Greater St. Louis partner agency, we see every day what happens when a community comes together.

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CAMPAIGN CABINET MEMBERS

Today we officially kick off the 2026 United Way Community Campaign and I'm honored to serve as a member of this year's Campaign Cabinet.

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BOARD MEMBERS

Today we officially kick off the 2026 United Way Community Campaign! As a proud United Way Board Member, I'm honored to support a mission that brings our community together.

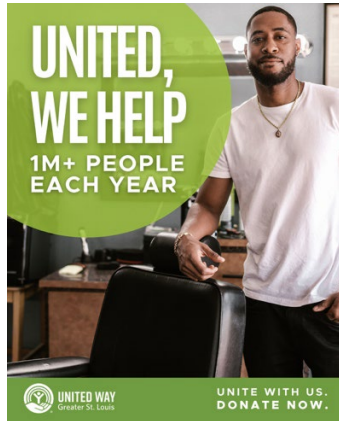
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SAMPLE VISUALS

While we recommend **sharing personal photos and videos** of your team participating in your United Way campaign, you may also post the graphics below ([download here](#)) on social media to drum up support!

You can find our promotional campaign photos on our [Campaign Photos page](#). Feel free to use any of the attached photos below. Also, on the [Awareness Campaign page](#), you will find and can share our mission video to kick off the season's efforts. Feel free to download the mission video or individual success stories to share with your employees and digital channels!

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QUESTIONS?

Please contact Marquis Jones, Director of Content & Digital Engagement, at marquis.jones@unitedwaystl.org

THANK YOU FOR UNITING WITH US!