



*Meet the
Moment.*

LIVE UNITED.

**METRO UNITED WAY STAFF
BRAND & MESSAGING GUIDELINES**
AUGUST 2022

VISION

Long term statement that describes what we are trying to accomplish and where we want to be in the future.

A community whose **people achieve their full potential** through education, financial independence, and health.

MISSION

Fundamental statement describing how we achieve our vision.

To **improve lives and our community** by engaging people to give, advocate, and volunteer.

COMMITMENT TO EQUITY

Equity means fair treatment, access, opportunity, and advancement for all people and the elimination of barriers that have prevented full societal inclusion of some groups.

Our vision and mission reflect our fundamental belief that **all people belong** and deserve fairness, justice, and inclusivity. Our strength comes from our diversity, and we celebrate the visible and invisible qualities that make each person unique, including, race, gender, age, sexuality, ability, religion, national origin, gender identity, and other identities. We commit to aligning our culture and business practices to be a **beacon of diversity, equity, inclusion, and belonging for all people.**

WHY WE DO WHAT WE DO

Because systemic community challenges are most often rooted in multiple causes, Metro United Way harnesses the power of donors, volunteers, thought leaders, experts, other nonprofits and government at all levels to **ensure positive, sustainable change.**

BRAND POSITIONING STATEMENT

Our core brand promise stating user, emotional and functional benefits; our communications north star.

For those who want a strong and equitable community, Metro United Way is the change agent that fuels our spirit of unity by building lasting, transformative opportunities for all.

BRAND TAGLINE

Shorthand for brand promise - call to action. There will be other taglines used i.e. during ad campaigns but LIVE UNITED is our brand tagline.

LIVE UNITED.

VALUE PROPOSITION

Differentiates what we do.

Uniting and empowering communities to honor human worth by advancing equity and sharing opportunities for all.

WHAT IS THE INVESTMENT REDESIGN STRATEGY?

For more than 100 years, Metro United Way has been in our community improving lives and making change. While there has been some incredible work and thousands of lives impacted over the years, change hasn't happened fast enough. That's why MUW made a commitment to accelerate its impact by examining the Greater Louisville region's most persistent challenges and support those most affected by them to accelerate change.

In 2022, MUW completed a 3-year transition from a historical community chest model which collected donations through workplace campaigns and redistributed them to area nonprofits, to a new impact model where MUW strategically and proactively seeks to change the social determinants of education, economic mobility and health in our region, with priority on achieving gains in educational success and wealth attainment in our seven-county community. This is being done through bringing together powerful solutions to address root causes of systemic issues and ensure positive, sustainable change. As we continue to shift to focusing on our community's most pressing needs and the causes of them, we recognize there is still immediate need in our seven-county region.



We envision a community in which everyone can access **EDUCATION** that inspires and equips, **ECONOMIC MOBILITY** that meets needs and builds futures, and **HEALTH** that provides strength and hope.

SPECIFIC TEAM MESSAGING (examples)

We are all the MUW brand. Donors, volunteers, partners and our communities experience the brand through our employees' actions as well as verbal and visual messages we send.

We bring our brand promise to life by showing our staff how to communicate it in a relatable way through **functional areas' reasons to believe**, meaning that each team member should believe and understand this messaging. Note that messaging is interchangeable based on your comfort level – all content below aligns with our brand positioning statement and value proposition.

DEVELOPMENT

We aren't just raising dollars and passing them on to other nonprofits. We harness the power of donors, volunteers, experts, and many of your favorite nonprofits to address complex challenges and make our community stronger and more equitable.

"The dollars we raise aren't just a number. They represent fuel for the lives and dreams of friends, family, and neighbors."

Staff to add in their own words details of new strategic direction, impact we've made, data, stories that align, why to give to MUW, details of matches, other relevant messaging (refer to back page for more resources).

IMPACT & EQUITY

We used to make investments in nonprofits rooted in a historic model that didn't drive transformational outcomes. Not anymore. Today, we are a change organization. We have a strategic plan to address key drivers of inequities and invest where the need is the greatest to address systemic community challenges and ensure positive, sustainable change.

"The measure of a community's success doesn't lie in those who already have opportunities to thrive but in those still fighting for them."

Staff to add in their own words details of new strategic direction, stories that align, reasons individuals/companies should commit to DEI, how to engage in this work through Racial Wealth Gap simulations, Beyond Buzzwords, Black L.O.V.E., DEI trainings, process to engage partners and other relevant messaging (refer to back page for more resources).

HR/DAT/OPERATIONS/ FINANCE/MARKETING

We passionately believe in the humanity and potential of all. We strive to unite the community behind that belief to address systemic community challenges and ensure positive, sustainable change.

"All people belong and deserve fairness, justice, and inclusivity. We want to be a beacon of diversity, equity, inclusion, and belonging for all people."

Staff to add in their own words details of new strategic direction, cultural values, HR policies and procedures, hiring practices, development opportunities, commitment to data-informed decisions and processes, database integrity, equipping staff with necessary tech, managing building, finance policies and procedures and other relevant messaging (refer to back page for more resources).

RESOURCES

Our **WEBSITE** should have the most up-to-date content about any and all of our work – a great tool for all of us to find messaging, data, and framing of what we do. When in doubt about where to find something on the site, simply use the search function.

metrounitedway.org – home page with **latest messaging, brand video, impact data, calls to action**

metrounitedway.org/STAFFRESOURCES - links to everything listed here plus sample social posts, graphics to download

metrounitedway.org/IMPACT – **most up-to-date messaging**, impact data, links to pillars

metrounitedway.org/EDUCATION - racial equity, early care & education, community-based youth supports, place-based work (United Neighborhoods), advocate/public policy, programs

metrounitedway.org/ECONOMIC-MOBILITY - racial equity, place-based work (United Neighborhoods), home ownership, workforce development, programs

metrounitedway.org/HEALTH-BASIC-NEEDS - housing and food insecurity, transportation, digital access, programs

metrounitedway.org/UNITED-NEIGHBORHOODS - California neighborhood pilot

metrounitedway.org/STORIES – **all stories** sortable by pillars, equity, volunteerism, brand videos

metrounitedway.org/STAFF or **metrounitedway.org/BOARD** for latest listings of **our teams**

metrounitedway.org/ABOUT-US - our **mission, vision**, regional service area, latest brand video

metrounitedway.org/PRESS – **all media mentions** in chronological order

200 other searchable pages, stories, content!

Our **MUW BRAND ASSETS FOLDER** in your “shared” section on OneDrive will always have the most up-to-date tools and guidelines for you. **Please bookmark this link and use!**

In this folder, you’ll find:

- **MUW logos**
- **MUW brand fonts to download**
- **MUW brand colors to use**
- **Email signature and phone standards**
- **Branded, sample PowerPoint, current impact data points to include, PPT guidelines**
- **Letterhead template**
- **Photos**
- **Branded Zoom backgrounds**
- **Logos and graphics of signature programs (2-1-1, Farmers Feeding Families, county service map, and much more!)**

Our **SOCIAL MEDIA CHANNELS** (Facebook, Twitter, Instagram, LinkedIn, TikTok) should always have our latest brand video pinned to the top as well as relevant content posted every day.

Our **YOUTUBE CHANNEL** is a quick place to find all of our videos, but remember our stories page on the site is also a place to sort through stories both video and written.

For anything that you can’t find on this list, new projects strategically aligned with our organizational priorities, or updates to existing materials, please use our marketing request form –

metrounitedway.org/marketingrequest.



Metro United Way