

Funded Partner Toolkit

Updated January 2022



Brookings Area
United Way



EDUCATION



HEALTH



**FINANCIAL
STABILITY**

WE'RE BUILDING RESILIENCY

with Brookings
Area United Way

2022 FUNDED PARTNER



CONGRATS!

Thank you for doing such great work in Brookings County and becoming a United Way Funded Partner! We're excited to build the quality of life for the residents of Brookings together. If you have any questions, please contact the office at 605-692-4979 or uw@brookingsunitedway.org.

Be sure to print out the certificate, take a selfie, and tag us on social media!

Follow us @sdbauw on Facebook, Instagram, and Twitter.

WHAT DOES IT MEAN TO BE A PARTNER?

The Community Allocation funds programs with our historical agency partners and seeks to fund collaborative and integrated programs within a set of targeted outcomes in Health, Education, and Financial Stability.

A Funded Partner is required to be a registered 501(c)(3) in good standing who is committed to being a sustainable, innovative partner. It is essential that local groups and individuals recognize that United Way funds are designed to focus on advancing the common good and not to promote political issues including, but not limited to, the pro-life/pro-choice debate.

Funded Partners agree to suspend fundraising efforts not specific to Brookings Area United Way from mid-September to the end of October. This period is known as the "Black Out Period" in which Partners should be active ambassadors in raising funds during United Way's annual campaign. All funding is reviewed and approved by the Brookings Area United Way Board of Directors.

WHO WE ARE

Brookings Area United Way focuses on working together to secure and coordinate resources. We invest with our partners in high-quality, integrated, and aligned solutions that are sustainable and create measurable results.

MISSION

Uniting people, sharing resources, inspiring hope and enriching lives for a stronger Brookings County.

VISION

A community where all children and families live in a safe and nurturing environment with the same opportunities for success.

VALUES

Our Values: Appreciation & Acceptance of All • Compassion & Caring • Integrity • Advocacy • Responsive & Impactful • Volunteerism



DECALS

Community Partner Decals can be hung in your window or a public area where passer-by's of your agency can see that you are part of the United Way Network.

A Tabletop BAUW sign can be used wherever a BAUW Partner is at a public event. From presentations to community events, please display your BAUW tabletop sign.

Interested in a decal or sign? Please call 605-692-4979 or email anne@brookingsunitedway.org.

LOGOS

Please put our logo on your website and include it on any relevant flyers, ads, or social media relating to the funded program(s).



Brookings Area United Way

Can be downloaded from brookingsunitedway.org/nonprofit-resources

TALKING POINTS

Brookings Area United Way fights for the health, education, and financial stability of every individual in Brookings County. Through uniting people, sharing resources, inspiring hope, and enriching lives, United Way envisions a stronger Brookings County. The United Way Network works to promote conversations about our County's most pressing social issues while finding creative, holistic approaches to build a higher quality of life.

- Brookings Area United Way targets key issues within our community to stabilize lives and foster long-term, positive change.
- United Way looks beyond immediate problems to identify and address contributing factors in order to create meaningful change.
- A solid educational foundation leads to income opportunities which leads to better health. These three areas are interconnected and United Way funds programs that target each area while creating partnerships to promote community solutions.
- United Way generates funds and resources for multiple agencies, which allows these agencies to collaboratively support the critical needs of our community.
- With United Way, donors don't have to choose one need over another because campaign donations support multiple, big-picture needs. This helps children, individuals, and families get the comprehensive support they need to stabilize home life and move forward to lead positive, productive lives.
- Every dollar counts. Each donation to the United Way campaign is able to go further in the community by supporting various agencies.

For coaching or education, please contact the United Way office at uw@brookingsunitedway.org.

MONDAY MORNING @ BROOKINGS RADIO

Join our Executive Director, Heidi Gullickson, on three Brookings Radio stations Monday morning to talk about new things in your organization! Starting at 7:25 am and ending by 8:15 am; your organization and Heidi will cover three stations: KBRK 1430, The Ranch 910, and B93.7. At the last station, a live Facebook video will also be taken (aprox. 8:05 am). Each station will take around 5 minutes and be used to update the public on how your nonprofit and programming are supported by United Way. Please share about your relationship within the United Way Network and any upcoming project/initiative/event.

****Due to COVID, Heidi will call at 7:25 am and conduct the radio show over the phone. A recorded Zoom call will immediately follow which will be posted on United Way's social media.****

Find the sign up on brookingsunitedway.org

DOWNTOWN @ SUNDOWN

Downtown at Sundown is a 5-week, outdoor music festival offering FREE admission, FREE kids activities, a variety of local food and beverage options, and local retail vendors. Each night kicks off with vendors opening at 5:30 p.m., followed by the headliner band at 6 p.m! There are several engaging activities and booths for guests to enjoy including face painting, inflatables, yard games, retail/shopping booths, local business booths, food/drink stands with goodies available for purchase and more!

United Way typically hosts the nonprofit section. All partners will be given the opportunity to sign up for a table for one week.

Find the sign up at brookingsunitedway.org

COMMUNITY CALENDAR

Post your community event online to be featured on social media and our website! Submit your event with as much information as possible at <https://brookingsunitedway.org/get-involved/#calendar>.

NEWSLETTERS

United Way can help promote special programs and events through relevant email newsletters. Small photo ads, banners, and stories can be included. Contact brianna@brookingsunitedway.org to see if it's the right fit for you.

CAMPAIGN PRESENTATIONS

Interested in presenting to businesses, social clubs, and public entities during our annual fundraising campaign? Email heidi@brookingsunitedway.org for more information.

QUARTERLY MEETINGS

Every quarter all United Way Funded Partners and community members are invited to connect for a morning session.

Quarterly meetings are structured with updates from all current Funded Partners and a featured workshop. Funded Partners have the opportunity to network, create partnerships, and discuss successes/challenges.

Email anne@brookingsunitedway to be added to the invitations.

TASKFORCES

Currently, United Way is managing taskforces with our bill, rental, and utility assistance agencies and with our food-related agencies. In the past, there have been youth development, new mom & baby needs, and COVID-19 marketing taskforces.



Email brianna@brookingsunitedway with any suggestions or questions of taskforces.

e-C Impact

e-C Impact is United Way's online system for managing its annual investment process, agencies, and volunteers. Through e-C Impact, agencies will be able to submit applications and provide reports and accountability documents. Our Board of Directors will also have electronic access to agency and program information to assist in decision making and direct resources accordingly. All authorized users are issued login information.

Visit https://brookingsunitedway.org/nonprofit-resources/?fl_builder#e-cimpact for more information.

Login: <https://agency.e-cimpact.com/login.aspx?org=1102204>

Quickstart for Agencies

This guide is intended to help you get started with e-CImpact in just 6 steps. As the Primary Contact, it is your responsibility to login to e-CImpact to activate and review your account.

- STEP 1 ACCESS E-CIMPACT**
 Gain direct access to the BAUW Agency Site at:
<https://agency.e-cimpact.com/login.aspx?ReturnUrl=%2f>
- STEP 2 LOGIN**
 Use your agency email address as your username and abc123 as your password.

 Username: Your full agency email address
 Password: abc123
- STEP 3 CHANGE PASSWORD**
 You will then be automatically prompted to change your password. Please change your password before proceeding and hit the enter key.
- STEP 4 REVIEW USER PROFILE**
 You, then, will land on your agency site homepage. At the top of the page, click the 'User Profile' tab to review your profile information. Click 'Save and Return to Previous Page' if changes were made, or click 'Cancel and Return to Previous Page' if no changes are needed.
- STEP 5 UPDATE AGENCY INFORMATION**
 Please review all contact information, social media, and other program details are current and correct.
- STEP 6 REQUEST A LOGIN**
 If a new login is needed, please contact the United Way office. United Way staff will send an email once the account is set up. e-CImpact as a system will not automatically send an email when a new account is created.

If your staff member cannot access their account, please contact the United Way office at brianna@brookingsunitedway.org or 605-692-4979.

Also click 'Return to Previous Page' to continue reviewing items on your homepage!