## 2020/2021 Engagement Calendar

Build a stronger community all year long!

### Fall

- **September**
  - Diaper Need Awareness Week is in September. Schedule a time to volunteer at United Way’s Fox Cities Diaper Bank.

- **October**
  - Make a Difference Day is the fourth Saturday in October. Gather a group and sign up to volunteer in our community.

- **November**
  - Engage up-and-coming leaders at your company. Host a Lunch & Learn about United Way Fox Cities Emerging Leaders.

### Winter

- **December**
  - Don’t miss this date! The deadline to qualify for a chance to win a 2021 Chevy Trailblazer is **Dec. 11, 2020**.

### Spring

- **March**
  - Now is the perfect time to start planning the sponsorship and installation of a United Way Born Learning Trail at a local park.

- **April**
  - Join us for our annual Report to the Community to learn more about your investment in United Way. Everyone is invited!

### Summer

- **June**
  - Learn how your gift helps 1 in 3 people. Schedule a presentation with a United Way Fox Cities nonprofit partner.

- **July**
  - It’s a great time to start recruiting team members for your campaign planning committee.

- **August**
  - Join the fun! Help us get the campaign off to a great start at our Campaign Kickoff event.

### Bonus Ideas

- **Promote early literacy across the Fox Cities. Schedule a United Way Books for Kids packing event at your company.**

- **Feb. 11 is National 2-1-1 Day. Schedule a Lunch & Learn to highlight United Way’s 2-1-1 services.**

- **May 28 is Menstrual Hygiene Day. Host a drive to collect feminine care products to show your support.**

- **Rally your team for a Back-to-School supply drive.**
# 2020/2021 Communication Calendar

## Ideas for Year-Round Team Communication

Find resources at: [www.UnitedWayFoxCities.org](http://www.UnitedWayFoxCities.org)

<table>
<thead>
<tr>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
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</thead>
<tbody>
<tr>
<td><strong>September</strong></td>
<td><strong>December</strong></td>
<td><strong>March</strong></td>
<td><strong>June</strong></td>
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<tr>
<td>Help spread the word about diaper need. Find information and facts at: foxcitiesdiaperbank.org</td>
<td>You’re invited! Check the “events” page on our website for upcoming activities you can invite your team to attend.</td>
<td>Mark your calendar for “Appreciation April.” Plan a fun way to thank your team and those who invested in the United Way campaign.</td>
<td>Attend our United Way Champions training sessions to learn and share best practices for running your campaign.</td>
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<td><strong>October</strong></td>
<td><strong>January</strong></td>
<td><strong>April</strong></td>
<td><strong>July</strong></td>
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<td>What’s new? Check the “Our Work–Grants” section of our website to learn about new programs receiving funding through grants.</td>
<td>Healthy New Year to you! Share a new worksite wellness program with your team. Find ideas on Be Well Fox Valley’s Facebook page.</td>
<td>Can’t attend our annual Report to the Community, but want to learn more? Visit our website to read our Annual Report under “Who We Are.”</td>
<td>Download/print new and refreshed materials on our website under “Campaign,” then “2020 Campaign Materials Toolkit.”</td>
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<tr>
<td><strong>November</strong></td>
<td><strong>February</strong></td>
<td><strong>May</strong></td>
<td><strong>August</strong></td>
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<td>What is your team thankful for? Food, shelter, transportation, health? These are the gifts you give to others through United Way.</td>
<td>Give 2-1-1 some love! Celebrate National 2-1-1 Day (Feb. 11) by sharing videos and facts found on our website under “Resources–2-1-1.”</td>
<td>During Mental Health Awareness Month, share mental health resources with your team. Visit “Resources–Mental Health” on our website.</td>
<td>Don’t miss the release of our new video! Subscribe to our YouTube channel and share our videos to get your team excited.</td>
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<tr>
<td><strong>Bonus Idea</strong></td>
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<td><strong>Bonus Idea</strong></td>
<td><strong>Questions?</strong></td>
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<td>We publish a blog. To subscribe, send us your email then share inspiring articles with your team year-round.</td>
<td>Pick one fact each week from “By the Numbers,” “Did you know,” or “A Day in the Life” documents to highlight with your team.</td>
<td>Get social with us! Find us on Facebook, Twitter, and LinkedIn for the latest news. Then “share” with your networks.</td>
<td>Stay in touch! Call or email your campaign contact at United Way to learn more about year-round involvement.</td>
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