



DAY OF ACTION 2021

Tuesday, September 14, 2021

Corporate/Business Planning Guide

OVERVIEW

Tuesday, September 14, 2021 marks United Way of Central Iowa's 28th annual Day of Action.

The day will be powerful and uplifting. As we begin to come back together, we are planning events for hundreds of volunteers throughout Central Iowa.

On this day, volunteers from around central Iowa join United Way partner organizations to work on one-time service projects. Participating nonprofit organizations are matched with skilled and motivated volunteers from local employers who dedicate their time and services to improve our community.

Day of Action is a unique opportunity for you to market your company's services to the community, establish relationships with local organizations, and strengthen the volunteers' awareness of your mission.

How Can Our Company Participate in Day of Action?

Email your United Way Corporate Engagement Manager or Anna Schaber, Volunteer Engagement Specialist to sign up for the day anna.schaber@unitedwaydm.org.

Please let us know:

1. Who is your Project Team Leader for Day of Action?
2. What size of group(s) are you interested in placing?
3. Do you have requirements related to Covid-19? (*Must be outdoors, masks must be required, groups can be no larger than a certain size, etc.*)
4. Are you looking for a particular type of project?

Once we get our nonprofits' opportunities posted, we will work on pairing companies with the available opportunities. We will communicate with you with further information as it becomes available.

Policies and Procedures

Requirements for Day of Action **company/business partners:**

- Company must designate a Project Team Leader

- Company Project Team Leader is responsible for recruiting the confirmed number of volunteers
- Company Project Team Leaders must visit with their assigned organization prior to the event

Requirements for participating Day of Action **nonprofit partners:**

- Participating nonprofits must be United Way partner organizations
- Projects are accepted at the sole discretion of United Way of Central Iowa, and United Way of Central Iowa has the right to exclude a project
- Materials needed to complete Day of Action projects are the responsibility of the organization (in some cases, donations may be able to be negotiated with matched business)
- Organizations must meet/visit with Company Project Team Leaders prior to the event

Bad Weather Plans

Each nonprofit partner is responsible for making its own plans in case of inclement weather. Day of Action is not cancelled due to bad weather; however, the agency may have changes to your project plans. Nonprofit partners are asked to communicate their plans so the company project team leaders are aware ahead of time. On Day of Action, the nonprofit partners and company project team leaders will communicate directly with each other regarding any changes in plans.

For questions regarding Day of Action

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