

MONTH OF IMPACT | SOCIAL MEDIA TOOLKIT

Corporate Partners

Thank you for participating in United Way of Central Iowa's Month of Impact!

This toolkit includes ready-to-use social media captions and graphics to help your organization share its participation, encourage volunteerism, and inspire others to get involved. Simply choose the caption that best fits your situation, personalize it if you'd like, and post!

Don't forget to:

- Tag United Way of Central Iowa
- Tag any companies you are challenging (if applicable)
- Use the campaign hashtags: #MonthOfImpact #UnitedIsTheWay #VolunteerTogether #DayOfAction #Centrallowa

SOCIAL POST TEMPLATE | **SOCIAL POST STORY** | **WEBSITE HEADER**

KICKOFF CAPTION

CAPTION 1: KICKING OFF THE CHALLENGE

Use this caption if your organization is launching its participation in Month of Impact and challenging another company to get involved.

We're kicking off United Way of Central Iowa's Month of Impact!

Our team is proud to step up, serve our community, and make a difference through volunteerism. Now it's time to keep the momentum going.

We challenge @**[COMPANY]** to join us in United Way of Central Iowa's Month of Impact! Gather your team, volunteer with a local nonprofit, and then challenge another organization to do the same.

Ready to get involved? Find volunteer opportunities for your team through the **Central Iowa Volunteer Hub:**

[INSERT VOLUNTEER HUB LINK] (volunteer.unitedwaydm.org)

#MonthOfImpact #LiveUnited #VolunteerTogether #DayOfAction #Centrallowa #WhoWillYouChallenge
#ChallengeYouCommunity

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2. WE'RE CHALLENGING ANOTHER COMPANY

Use this caption after your team has committed to Month of Impact and you'd like to invite another organization to join.

Challenge accepted... now it's our turn to issue a challenge.

Our team is proud to participate in United Way of Central Iowa's Month of Impact, giving back alongside organizations across central Iowa.

Now we're passing the challenge to @**[COMPANY]**! We challenge you to rally your team, volunteer with a local nonprofit, and help create a lasting impact.

Want to join us? Find volunteer opportunities through the **Central Iowa Volunteer Hub: [INSERT VOLUNTEER HUB LINK]** (volunteer.unitedwaydm.org)

#MonthOfImpact #ChallengeAccepted #LiveUnited #VolunteerTogether #Centrallowa

OPTION 2

We're making an impact and now we're inviting another team to do the same.

We challenge @**[COMPANY]** to join us during United Way of Central Iowa's **Month of Impact** by volunteering and giving back to our community.

Want to join us? Find volunteer opportunities through the **Central Iowa Volunteer Hub: [INSERT VOLUNTEER HUB LINK]** (volunteer.unitedwaydm.org)

#MonthOfImpact #ChallengeAccepted #LiveUnited #VolunteerTogether #Centrallowa

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3. WE'RE PARTICIPATING

Use this caption anytime you'd like to share that your organization is participating in Month of Impact.

We're proud to be part of United Way of Central Iowa's Month of Impact!

From August 5 through September 15, our team is joining organizations across Central Iowa in giving back through volunteer service.

We believe that when businesses come together to support local nonprofits, we can create lasting change for our community. That's why we're excited to participate in Month of Impact and make a difference alongside our fellow volunteers.

Interested in volunteering? Explore opportunities for individuals and teams through the **Central Iowa Volunteer Hub**: **[INSERT VOLUNTEER HUB LINK]** (volunteer.unitedwaydm.org)

#MonthOfImpact #LiveUnited #VolunteerTogether #DayOfAction #Centrallowa