

# SHARING OUR MESSAGE



United Way  
of Whatcom County

## OUR CREDO

United Way fights for the financial stability of every person in Whatcom County.

We win living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community's most daunting social crises.

## OUR MANIFESTO

**2 minute video:** <https://youtu.be/ltG8bMPNzRY>

**60 second video:** <https://youtu.be/inMnpH-u2Uo>

**30 second video:** <https://youtu.be/m-IZSPLtzAA>

Problems.

The ones most people don't have the stomach for.

The ones nobody talks about at cocktail parties.

The ones that can't be solved.

We go looking for them.

We find every dollar we can to address them.

But we are more than the fundraisers.

We are the hand raisers. The game changers.

The-stop-talking-start-doing-band-together-and-take-on-the-impossible-task-masters.

United, we confront barriers to keeping food on the table and a roof overhead.

United, we stand up for the unemployed and the underemployed

United, we battle to break the cycle of poverty.

No matter the obstacles. No matter the odds.

We surround Whatcom County's most critical problems. And we fight.

We fight for Sheena. We fight for Randall. We fight for Sam and Willie and Sean.

We fight for those who need a voice and those whose names we do not know.

United Way Whatcom County fight for the financial stability of every person in our community.

Change doesn't happen alone.

Hope isn't a one-man band.

And there's no such thing as self-taught or self-made.

We have one life.

To live better, we must LIVE UNITED.



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## **BEST PRACTICES: FIGHT LANGUAGE**

Use "United we fight. United we win."

Use "LIVE UNITED against".

*Example*

*In Whatcom County, we LIVE UNITED against financial instability.*

*-OR-*

*In Whatcom County, we LIVE UNITED against poverty.*

Or, use "Fight for..."

*Example: "United Way fights for the financial stability of every person in Whatcom County"*

Do not use "fight against".

## **BEST PRACTICES: CAPITALIZATION**

- As a tribute to the brand, the word "United" should be capitalized when used in any written context.

*Examples:*

*The group United to bring new opportunities to the community.*

*The volunteers were United in their dedication to the cause.*

*We win by living United.*

- "LIVE UNITED" should always be capitalized.