

UNITED WAY OF BUFFALO & ERIE COUNTY

# DAY OF CARING

AGENCY  
MARKETING TOOL KIT



# BEFORE WE BEGIN LETTER

Dear Community Partner,

On behalf of United Way of Buffalo & Erie County, thank you for serving as a host site for our 2026 Day of Caring on June 17, 2026.

With more than 2,000 volunteers participating across over 100 projects throughout Western New York, Day of Caring is our community's largest single-day volunteer event. Your willingness to open your doors and engage volunteers in meaningful service projects helps make this day such a powerful demonstration of what we can accomplish when we come together as a community.

We are incredibly grateful for your partnership and for the important work your organization does every day to support individuals and families across our region. Day of Caring is more than just a volunteer event; it is an opportunity to connect people and highlight the incredible impact local nonprofits make throughout our community.

As volunteers arrive at your project site, we encourage you to take a few moments to share your organization's mission, the communities you serve, and the impact volunteers and community support have on your work. We also invite you to share how partnerships with United Way help advance collective efforts to create lasting change and build a stronger and more resilient community for all.

To help showcase your participation in Day of Caring, lawn signs will be provided for project sites. We encourage you to display them prominently during your volunteer project to help celebrate the day, recognize your partnership, and highlight the collective impact being made across the community.

Thank you again for your leadership, collaboration, and commitment to our community. We are honored to partner with you and look forward to a successful and impactful Day of Caring.

With gratitude,

Trina Burruss  
United Way of Buffalo & Erie County



# BEFORE DAY OF CARING

A little preparation goes a long way. Before volunteers arrive, take a few moments to review the toolkit, prepare your space, and capture “before” content that will help highlight the transformation made possible through Day of Caring.

- Place lawn sign in a visible area on the property
- Read the “Before We Begin” letter included in the toolkit
- Identify project areas that should be photographed before work begins
- Assign a designated staff member to capture content throughout the day
- Ensure project spaces are ready for volunteers and accessible for photos/videos
- Take clear “before” photos of all project areas

# DAY OF: BEFORE YOU GET STARTED

Before volunteers begin working, take a few moments to welcome your team, review important materials, and set the tone for a successful Day of Caring experience.

- Encourage volunteers to capture and share photos/videos throughout the day
- Remind volunteers to **tag United Way of Buffalo & Erie County (@uwbec)** and your organization on social media
- Coordinate a quick group photo before projects begin
- Review any important project instructions, safety reminders, or site logistics with volunteers
- Make sure photo/video volunteers know which moments to prioritize capturing



# DURING DAY OF CARING

Throughout the day, focus on capturing authentic moments of volunteers working, connecting, and making an impact. A mix of candid photos, group shots, and video clips will help showcase the energy and collaboration behind your project site.

- Capture photos and videos of volunteers actively working and engaging with one another
- Take group photos throughout the day
- Capture agency + company volunteer photos to highlight partnership and collaboration
- Record a mix of candid moments, action shots, and posed photos
- Capture horizontal (landscape) video clips that are at least 10 seconds long
- Take both vertical and horizontal content for social media flexibility
- Encourage volunteers to share content and tag Day of Caring on social media

# AFTER DAY OF CARING

As the day wraps up, don't forget to capture the final results. "After" photos, completed project shots, and group photos help demonstrate the impact volunteers made and provide valuable content for future storytelling and recognition.

- Capture completed project photos
- Take final group photos with volunteers and staff
- Remove lawn signs and event materials from the property
- Thank volunteers for their support
- Share your favorite moments and impact photos on social media following the event (social media graphics provided)
- **Send your content to: [marketing@uwbec.org](mailto:marketing@uwbec.org) with the Subject Line: Your Company Name | Day of Caring Photos/Videos**



# SOCIAL MEDIA GRAPHICS & TEMPLATES

To help make showing the impact of Day of Caring easy, we've created a collection of graphics and templates for your organization to use. These assets are designed to help promote participation, celebrate impact, and showcase your project site across social media platforms.

Use the links below to access and customize your Canva graphics:

- Day of Caring Photo Frame (Instagram): [LINK](#)
- Day of Caring Photo Frame (Facebook/LinkedIn): [LINK](#)
- Proud Project Site (Instagram): [LINK](#)
- Proud Project Site (Facebook/LinkedIn): [LINK](#)
- Before/After Photo Frame (Instagram): [LINK](#)
- Before/After Photo Frame (Facebook/LinkedIn): [LINK](#)
- \$\$ Saved - Impact Graphic (Instagram): [LINK](#)
- \$\$ Saved - Impact Graphic (Facebook/LinkedIn): [LINK](#)
- Hours Invested - Impact Graphic (Instagram): [LINK](#)
- Hours Invested - Impact Graphic (Facebook/LinkedIn): [LINK](#)

## Tips for Using the Templates

- Customize templates with your organization name & volunteer photos
- Please refrain from editing/altering template colors.
- **Tag United Way of Buffalo & Erie County (@uwbec) & volunteering organization(s) when posting**
- Share content during & after the event to maximize engagement
- Download graphics as PNG files for best quality on social media



# SHOT LIST RECOMMENDATIONS

Help us capture the impact of Day of Caring in action. Photos and videos help tell the story of your project site, celebrate volunteers, and showcase the power of community collaboration. Use this shot list as a guide throughout the day to capture a variety of moments & people.

- Before and after photos/videos
- Team group photos throughout the day (before, during, and after)
- Agency & volunteer company photos to highlight collaboration
- Volunteers in action
- Candid moments and team interactions
- Project details & impact shots
- Landscape video clips for social media and recap videos
- Interviews or testimonials from volunteers and staff (optional)





**UNITED WAY**

Buffalo & Erie County

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