

UNITED WAY OF BUFFALO & ERIE COUNTY

# DAY OF CARING

COMPANY  
MARKETING TOOL KIT



# TOGETHER, WE'RE MAKING A DIFFERENCE

Thank you for being part of this year's Day of Caring. Your team's time and commitment help create meaningful impact across our community. This toolkit includes social media graphics, content tips, and day-of recommendations to help you celebrate your volunteer experience and show your company's impact online.

## BEFORE DAY OF CARING

A little preparation goes a long way in creating a smooth and meaningful volunteer experience. Before arriving to your project site, review the following with your team to help everyone feel prepared and ready for the day ahead.

- Coordinate arrival times with your team
- Wear comfortable clothing and closed toe shoes
- Bring water and any recommended items from your project site
- Review project details and volunteer expectations with your team
- Designate someone to help capture photo/video content throughout the day



# 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 company 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](#)
- Hours Invested - Impact Graphic (Instagram): [LINK](#)
- Hours Invested - Impact Graphic (Facebook/LinkedIn): [LINK](#)

## Tips for Using the Templates

- Add your company name and volunteer photos
- Please refrain from editing/altering template colors
- **Tag United Way of Buffalo & Erie County (@uwbec) & your project site** when posting
- Share content before, during, and after the event
- Download graphics as PNG files for best quality on social media



# SHOT LIST RECOMMENDATIONS

Capturing content throughout the day helps showcase the impact of your volunteer efforts and allows us to collectively celebrate the power of community partnership. Use this list as a guide while documenting your experience.

- Team group photos throughout the day (before, during, and after)
- Team arrival photos
- Volunteers actively working on the project
- Candid moments and team interactions
- Agency & volunteer company photos to highlight collaboration
- Group photos with project site staff/organization
- Project details & impact shots
- Take landscape (horizontal) video shots for recap videos, vertical (portrait) shots for Instagram Stories/Reels
- Interviews or testimonials from volunteers and staff (optional)

## CONTENT TIPS

As your team captures photos and video throughout the day, keep these recommendations in mind to help maximize your content across social platforms.

- Capture both photos and short video clips (:10 or more)
- Try to capture authentic, action shots in addition to posed photos
- Showcase teamwork, impact, and community connection

**Send your content to: [marketing@uwbec.org](mailto:marketing@uwbec.org) with the Subject Line: Your Company Name | Day of Caring Photos/Videos**





**UNITED WAY**

Buffalo & Erie County

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