

FIGHT FOR A STRONGER MIAMI

JOIN US NOW



95 YEARS
STRONG

Impact Partners Sample Social Media and Newsletter Copy

As United Way of Miami-Dade embarks on its 95th anniversary year, you have a leading role in our history, so let's celebrate together! We hope you'll consider including celebratory messages on your social media channels, newsletters, annual reports, intranets and more.

Beginning on April 24, 2019, and throughout the year, we invite you to personalize and use the following messages.

Social Media:

- Make sure to “like” UnitedWayMiami on Facebook, “follow” @UnitedWayMiami on Twitter and Instagram, and “connect” with United Way of Miami-Dade on LinkedIn. All of these accounts are excellent for learning about our collective work and happenings.
- On April 24, and throughout the year, utilize the social media graphics in this kit and/or photos that represent our work together to celebrate our collective impact. Remember to use our new 95-year hashtag **#95YearsStrong**:
 - [Upload graphic or photo] Happy **#95YearsStrong** @UnitedWayMiami! [Agency Name] is a proud partner in the fight for a #StrongerMiami. Together, we're building a place where children have vast opportunities to learn, where families can thrive and everyone has access to quality health care.
 - [Upload an image from a volunteer project] [Agency Name] is proud to celebrate **#95YearsStrong** with @UnitedWayMiami by taking the 9500 for 95 volunteer challenge to create positive impact in #Miami. Join the #VolunteerMiami movement at www.VolunteerMiami.org.
 - Also, feel free to *like, share, retweet and repost* directly from United Way's Facebook, Twitter, LinkedIn and Instagram accounts.

Newsletters, Intranet, Annual Reports and more:

- Utilize the graphics in this kit, use your own or email media@unitedwaymiami.org to request a photo.
- Feel free to personalize the 95 year celebration message below:

Since 1924, United Way of Miami-Dade and its partner agencies have been an enduring force in changing lives and creating a positive impact in our community. On this 95th anniversary, we [or Agency Name], along with a powerful network of local agencies are more committed than ever to working with United Way to build a stronger Miami. It is through our work in education, financial stability and health that we effect change – transforming vulnerability into empowerment, poverty into opportunity and despair into hope.