





Because each United Way—like each television station—operates in its own unique way, each partnership forged for the "Time to Care" campaign will be unique. And the contributions that each partner makes will vary according to each one's structure and resources.

Generally, television stations can look to United Ways to:

- Link people who want to get involved with the community organizations and individuals who can use their help;
- Generate media support for the campaign;
- Provide vital information about community needs to stations;
- Assist in many aspects of production and programming; and
- Provide appreciation and recognition for individuals who take the "Time to Care."

This brochure examines the many ways United Ways can provide help in the five areas outlined above.



Providing the all-important link

A well-orchestrated campaign like "Time to Care" has the potential to generate a tremendous amount of interest and involvement. For the campaign to be truly successful, mechanisms must be in place to assure that people who want to get involved have that opportunity. At the same time, mechanisms must be in place to assure people that their time and talents will be used well. United Way can help provide those assurances.

For instance, United Way might conduct and analyze the baseline survey on local civic involvement that television stations receive as part of the "Time to Care" package. United Way can supplement the survey results with existing data on community organizations' needs for volunteers.

Using that information, United Way can help match people—no matter what their interest—with activities that use their time and talents productively. To that end, United Way can offer training, ongoing technical assistance, and tools that are designed to help community organizations manage volunteers most effectively.

United Way can also supplement the television stations' efforts at recruiting volunteers. For example, United Way might produce a localized version of the But What Can I Do? brochure included in the "Time to Care" package. In addition,

United Way can open the doors to corporate support of the campaign, perhaps by getting employee groups involved in a special "Time to Care" project.

United Way can also help develop an 800 phone line that fields calls from people living within the television station's area of dominant influence (ADI). Viewers could call the number to offer to get involved or to seek help for a problem. In either case, United Way can help ensure viewers' requests are acted upon.

Yet another way that United Way can help is by documenting the impact of the "Time to Care" campaign. It can do this by compiling data on: the number and type of people who have become involved; the amount of time they have committed; the number of projects that have been launched; and the names of companies and organizations taking part in the campaign.



etting
the attention the
campaign
deserves

A worthy campaign like "Time to Care" deserves recognition and support within the community. United Way has solid experience in generating such support and can call on that experience to launch a

comprehensive publicity program via newspaper supplements, editorials, billboards, transit ads, and other methods. Moreover, it can work with corporate communicators to provide information on the campaign for internal company publications.

United Way can also develop a recognition program for the television station and other media that support the campaign.



ready source of information

With its thorough knowledge of local community needs, United Way is a ready source of information that television stations can use in localizing the "Time to Care" campaign.

Many United Ways conduct periodic "needs assessments" to understand and address the most urgent needs facing their communities. Television stations can use the results of these assessments to develop themes for local "Time to Care" broadcast materials.

United Way can also advise the station on which local agencies provide services that address these urgent community needs. In addition, United Way can: provide the station with access to local agencies; offer suitable stories for documentaries, PSAs, and other broadcast materials; and help research and develop other needed information.



United Way works with all sectors of the community—government, for-profit and nonprofit—as well as with community leaders representing the entire spectrum of community interests. Because of these close working relationships, United Way can help the television station identify experts to appear in news programs, documentaries, and other broadcasts developed for the local campaign. United Way can also provide the station with appropriate visuals, reports, and statistics to support issues being explored in those broadcasts.

United Way also has access to broadcastquality videotapes that explore a variety of topical issues, including: kids and drugs; aging; dropouts; the pressures on today's teenagers; day care; America's new homeless; and latchkey children. The tapes, which are 7 to 10 minutes in length, were produced by United Way of America. Stations can design a program around the issue discussed in the tapes. For example, the station can have a moderator introduce the topic, cut to the tape, then have the moderator and local experts discuss the issue on air. United Way can provide the experts to appear on such programs.



United Way relies on community support in order to help people in need. Over the years, it has learned that recognition is a powerful motivator for getting people involved.

As a "Time to Care" partner, United Way can create a special awards program to recognize and thank outstanding volunteers, organizations, and corporations. United Way can also provide the station with information on real volunteer heroes who can be the focus for on-air publicity. And, working with the station, United Way can develop recognition items—such as "Time to Care" membership cards, pins, and certificates—that can be distributed to all individuals who get involved and take the "time to care."



nited Way and television...a partnership in the making

An intensive, new public-service campaign called "Time to Care" is presenting local television stations and United Ways with a unique opportunity to work together to encourage America's spirit of caring.

Created by Group W Television, "Time to Care" comes at a most opportune moment—a time when Americans are rediscovering that individual efforts do make a difference. And it comes at a time when United Ways are seeking to double their communities' volunteer capacity.

Through "Time to Care," television stations and United Ways around the country can form partnerships to rekindle community involvement. Stations that commit to the program receive a comprehensive package of broadcast materials geared to educating people about opportunities to get involved in community service and honoring people who are already involved. Each station, in turn, customizes the materials to reflect local concerns and highlight local citizens. United Ways can play an important role in providing the resources a station needs to better understand and communicate local needs and opportunities.

This brochure describes the many levels of support United Ways can provide stations in developing the "Time to Care" campaign.



United Way Mission:

To increase the organized capacity of people to care for one another.



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