



United Way
for Southeastern Michigan

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Detroit, MI 48202
UnitedWaySEM.org



Overview

The football rivalry between the University of Michigan and Ohio State University is one of the longest standing and most intense among all of college sports. This year, the local United Ways that serve each University's community are turning up the heat on this competition. United Way for Southeastern Michigan (UWSEM) and United Way of Central Ohio (UWCO) have challenged each other, along with all Michiganders and Ohioans, to a fundraising contest to see who can raise more donations in the weeks leading up to the game.

This is a wonderful opportunity for rivals-slash-neighbors to come together and channel their state pride and competitive spirit into real, positive impact as the dollars raised will go directly toward helping meet need in communities across our two states. While UWSEM and UWCO are spearheading what will hopefully be the first annual United Rivals competition, proceeds will benefit people across each state as donations will be distributed, as usual, to the appropriate local United Way per donor zip code.

In the weeks leading up to the game, both United Ways will promote the competition through earned, paid and owned media channels with the hope that community partners and stakeholders will share the messaging far and wide as well. Our campaign will encourage community members to help Michigan win this competition by visiting www.UnitedRivals.org or texting RIVALS to 50503. Those who donate at least \$50, will receive a specially designed Live United t-shirt in the school colors of their choice. The page will also feature a tracker showing how much has been raised by supporters of each team.

We are proud to have the support of our campaign co-chairs at the University of Michigan and hope to engage a broad cross-section of our partners in promoting this effort!

Timeline

- Pre promotion: Nov 4 -Nov 17
- Full Campaign Launch/Media Launch/Donation Collection: Nov 18
- Conclusion: Nov 30 (game day)
 - Donations will be counted through the end of the day (11:59pm) with the winning United Way to be announced on Monday, Dec. 2.
- Afterglow: Dec 2 - 14

Donation Mechanism and Thank You Gift

- Promotions will direct potential supporters to www.UnitedRivals.org, where donations will be collected for both sides and a leaderboard will track totals raised to date.
 - People can also text RIVAL5 to 50503 and get directed to the landing page.
- Donations collected outside of the service areas of the lead United Ways will be distributed to the appropriate local United Way per the zip code of the donor.
- A donor who gives \$50 or more will get their choice of custom designed, collegiate style shirt in either maize and blue or scarlet and gray.
- Emblem design represents United Way's "Give. Advocate. Volunteer" call-to action.
- Shirt orders will be fulfilled a couple weeks after the game.



The Bet Between UWSEM and UWCO

- The losing United Way's CEO will wear rival's gear and record video statement.
- The winning United Way will "take over" the losing United Way's social media account to brag.

Potential Promotional Tools

- Donation tracker on main page that looks like a football field with totals listed.
- Tabling or tailgating at Michigan Stadium on 11/23 to build excitement.
- Have a U of M alum/fan and an OSU alum/fan to play each other in EA College Football 25 on a Twitch stream to raise awareness/donations during the promotion.
- Messages from influencers (Governor, University Leaders, Past Athletes, etc.).
- Social media promotion around the rivalry between the schools and opportunity to help the local community. Earned media coverage leading up to the game.

Partner Engagement

Those wishing to support can make an individual donation and encourage others to join the competition in a variety of ways:

- Share UWSEM's social media promotions
- Promote directly via communications to staff/clients/supporters (UWSEM can provide graphics and draft copy for partner use)
- Promotional toolkit will be available on UnitedRivals.org beginning 11/4.
- Make a single large donation to secure collegiate shirts for all staff, family, group members, etc.