

# Important Dates

**FEBRUARY 9, 2026**

2026 Community Partners and grant funding announced

**JULY 1-AUGUST 30, 2026**

Community Partner Blackout Period

**AUGUST 1, 2026**

Applications for 2027 grant funding released

**SEPTEMBER 30, 2026**

Applications for 2027 grant funding due

**OCTOBER 7, 2026\***

Dine Out to Donate, campaign for 2027 begins

**FEBRUARY 2027**

2027 Community Partners and grant funding announced

\*Subject to change



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Interlakes Area United Way

# PARTNER TOOLKIT

Funding Year 2026



# CONGRATS!

United Way mobilizes communities to action so all can thrive. Thank you for doing your part by becoming an Interlakes Area United Way **Community Partner**.

Please consult this toolkit for guidance on partnership expectations, United Way brand usage, volunteer opportunities, and more. If you have any questions, reach out to Executive Director Karen Giles at 605-270-1596 or [director@interlakesunitedway.org](mailto:director@interlakesunitedway.org).

# ABOUT IAUW

Interlakes Area United Way (IAUW) is a voluntary, non-profit organization that coordinates financial and volunteer resources for other vital non-profit agencies and community service programs. IAUW is an affiliate of United Way Worldwide. Learn more at [interlakesunitedway.org](http://interlakesunitedway.org).

# WHAT DOES IT MEAN TO BE A PARTNER?

IAUW seeks to provide funding towards programs and solutions focused on one or more **Impact Area**: Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency.

Community Partners are required to be a registered 501(c)(3) in good standing serving residents of Lake, Miner or Moody counties in South Dakota.

# CAMPAIGN

IAUW's annual campaign drive kicks off each fall with Dine Out to Donate and concludes at the end of each calendar year.

Community Partners may assist with various aspects of the campaign drive, including but not limited to:

- Delivery/collection of Dine Out to Donate and/or campaign materials to and from local businesses
- Presentations to businesses, social clubs, and public entities
- Live call-ins or recorded ads with KJAM Radio
- Presence in community events, such as parades, festivals, athletic events, and more

# DIG PINK

IAUW is a proud supporter of Pink Month efforts each October. As a Pink Night partner, IAUW participates in fundraising efforts and provides pink t-shirts to give away to fans.

Community Partners may assist with, coordinate and/or conduct Pink Night events at their local schools on behalf of IAUW.

For further details on these and other volunteer opportunities, contact IAUW at 605-270-1596 or [director@interlakesunitedway.org](mailto:director@interlakesunitedway.org).

## VOLUNTEER OPPORTUNITIES

Community Partners commit to a minimum of 2 hours of volunteer service toward IAUW initiatives during their funding cycle. IAUW will provide various engagement opportunities throughout the year, though partners are also welcome to propose their own service projects.

## DOWNTOWN IN MADTOWN

DownTown in MadTown is a six-week concert series offering FREE admission, FREE activities, a variety of local food and beverage options, and local vendors. Each event takes place on the 100-block of North Egan Avenue in Madison, with live music beginning at 6:00 p.m. and ending at 9:00 p.m.

IAUW works the beer garden at each event. Community Partners (age 21+) may assist IAUW in these efforts.

## WIN BIG RAFFLE

IAUW partners with Lake County International and a host of sponsors to conduct the WIN BIG Raffle, which raises money for grant funding. The annual event is held during IAUW's partner Blackout Period, July 1-August 30.

The raffle is a vital component of our annual fundraising efforts. Community Partners may sell tickets on behalf of IAUW or assist in promoting the raffle at community events, such as parades, golf tournaments, festivals, and more.

Partners may also serve as spokespeople, calling in to KJAM Radio and/or writing Letters to the Editor to local publications.

Partners are active ambassadors of IAUW, committing to champion our mission across all platforms. Websites and social media channels may be leveraged to amplify reach, share key initiatives, and align with organizational updates.

Partners agree to provide up to two (2) hours of volunteer time during their funding cycle.

Partners agree to suspend fundraising efforts not specific to IAUW during the **Blackout Period of July 1-August 30**, though special permission may be given upon request.

## IMPACT AREAS

### 01 HEALTHY COMMUNITY

Improving health and well-being for all

### 02 YOUTH OPPORTUNITY

Helping young people realize their full potential

### 03 FINANCIAL SECURITY

Creating a stronger financial future for every generation

### 04 COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow

Learn more about our Impact Areas, including associated initiative examples at [interlakesunitedway.org/about/impact](https://interlakesunitedway.org/about/impact).

### LOGOS

IAUW's logo consists of the logo symbol, the Circle of Hope, and our logotype, which is our name set in customized type.

Please put our logo on your website and include it in relevant flyers, ads, or social media relating to the funded program(s).



Keep the IAUW logo clear of competing text, images and graphics by maintaining a minimum amount of clear space. For the horizontal logo, clear space must be equal to the height of the “U” of the logo on all sides. For the icon only, equal to the person icon on all sides.



Find IAUW's logos and a Brand Quick Reference Guide at [interlakesunitedway.org/about/brand](https://interlakesunitedway.org/about/brand).



### DECALS & SIGNS

Community Partner decals and other United Way signs are available upon request. Please call 605-270-1596 or email [director@interlakesunitedway.org](mailto:director@interlakesunitedway.org).

Decals and signs can be hung in your window or a public area where passersby of your agency can see that you are part of the United Way Network.

### MESSAGING

Consider these talking points when promoting IAUW or your partnership with IAUW.

- From strengthening local resilience to advancing health, youth opportunity, and financial security, IAUW is mobilizing communities to action so all can thrive.
- IAUW targets key Impact Areas within our communities to create long-term, meaningful change.
- IAUW brings a comprehensive approach to every challenge, actively listening and responding to local needs and sharing knowledge in order to scale impact.
- IAUW funds and empowers a diverse network of Community Partners to collectively address our communities' most critical needs.
- Every day, IAUW and its Community Partners show that when people unite to take action, change is possible.
- Together, IAUW and its Community Partners create a future where everyone in the region can reach their full potential.