



UNITED WAY
Pennsylvania



FEE FOR SERVICE - MARKETING & EVENTS

United Way of Pennsylvania offers marketing and event support services to help local United Ways elevate their brand, grow their reach, and strengthen engagement. From developing long-term strategies to creating on-brand materials and improving event experiences, we're here to support your communications goals.

➤ Strategic Marketing Plan

We'll work with you to build a tailored marketing plan that fits your goals and resources. This 6-month roadmap outlines recommended strategies across channels, helping you prioritize messaging, campaigns, and outreach efforts that drive results.

Starting at: \$1,000 | UWP Member Rate \$1,500 | Non-Member Rate

Includes (typical scope): Strategy meeting, 6-month marketing plan, 1 revision round

➤ Asset Creation

After learning about your specific needs, we'll design and deliver branded marketing assets—ranging from one-off projects like annual reports to full campaign packages including event collateral package, social graphics, or fundraising materials.

Pricing: Calculated by scope of work.

Includes (typical scope): Strategy meeting, design and delivery of marketing assets

➤ Social Media Management

We'll help grow and maintain your social media presence by creating and scheduling content aligned with your goals and audience. Whether you're looking to increase visibility, engagement, or support for a campaign, we'll provide consistent, on-brand posts that keep your community informed and inspired.

Starting at: \$350/week | UWP Member Rate \$500/week | Non-Member Rate

Includes (typical scope): Weekly content creation (static images), scheduling on your platforms. Video, reels, or stories creation available upon request at additional cost.

➤ Customer Experience Review

Strengthen your events with a full audit focused on attendee experience, donor engagement, and stewardship. UWP will review your selected event from start to finish and provide actionable recommendations to enhance impact, streamline logistics, and help you grow your supporter base.

Starting at: \$800 | UWP Member Rate \$1,000 | Non-Member Rate

Includes (typical scope): Discovery meeting, event review and day-of evaluation, recommendations report.

***Pricing: Listed rates reflect typical starting points for United Way of Pennsylvania members. Because we know every United Way has unique needs and capacity, we offer flexible pricing and tailored scopes of work. If you're interested in a service, let's connect to explore a custom solution that fits your goals and budget. [Complete the interest form for more information.](#)*

www.uwp.org/fee-for-service