

# STARTING POINT – TAKE STOCK!

Assess your United Way’s progress against the indicators below to understand areas of strength and areas of challenge related to how you are currently using communications and increasing awareness to drive equity. Use your scores to identify and prioritize strategies and action steps (see next sections) to deepen and accelerate your awareness and communication efforts.

COMMUNICATIONS AND AWARENESS-BUILDING	5 ALWAYS	4 OFTEN	3 SOMETIMES	2 RARELY	1 NEVER	? UNSURE
Our United Way invests in staff skills and knowledge to effectively advocate for equity through our community impact efforts.						
Our United Way normalizes and invests in the capacity of our leadership and staff to have internal conversations about inequity, structural racism, and other forms of oppression.						
Our United Way communicates consistently to community residents, partners, and the general public about our organization’s commitment to equity.						
Our United Way has created and publicly shared an equity commitment statement that acknowledges historical bias and creating a more equitable community as a north star.						
Our United Way creates and/or shares reports with the community that highlights present and historical disparities and links them to systemic practices, policies, community conditions.						
Our United Way leverages our corporate relationships to build their awareness about community needs and conditions.						
Our United Way carefully reviews and vets our marketing materials to ensure that we are not inadvertently perpetuating stereotypes or negative images of community residents.						
Our United Way creates materials that are accessible, relevant, and meaningful to the community we are engaging.						
<b>TOTAL:</b>	___ / 40					