



NONPROFIT PARTNER QUICK START GUIDE

United Way of the National Capital Area

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ABOUT BEING A UNITED WAY NCA NONPROFIT PARTNER

United Way NCA strives to offer nonprofit partner organizations maximum value for participation in our network. This quick start guide is intended to help you understand all that United Way provides and expects of you.

Partner Eligibility

United Way NCA nonprofit partners must meet a set of eligibility criteria annually. This provides assurance to our donors, sponsors, and supporters that United Way NCA's nonprofit partner organizations meet the highest standards of financial transparency and accountability, programming best practices, and community impact. All United Way NCA partners are locally based, 501(c)(3) nonprofit organizations, providing services in the 18 jurisdictions we serve. Partners must maintain an administrative overhead rate of 25% or less; document a total revenue of \$50,000 or more; and have 501(c)(3) status for a minimum of three years to qualify for partnership.

Partners whose overhead rate exceeds 25% must submit a written explanation detailing the reasons for the elevated rate along with a corrective action plan outlining steps and a timeline for returning to compliance.

Partner Term

The United Way NCA partnership year runs from July 1 through June 30.

Annual Application Process

All nonprofit partners are required to complete the annual application process each year to maintain partnership status within the United Way NCA partner network.

The application process opens each October for the upcoming partnership year beginning the following July 1.

Example:

The application process launched in October 2026 applies to the July 1, 2027 – June 30, 2028, partnership year.

Beginning the application process several months in advance allows the Community Relations & Engagement team adequate time to review submissions, request any necessary corrections or additional documentation, and ensure all requirements are met. This timeline is especially important due to the compliance requirements associated with workplace campaigns, including the Combined Federal Campaign (CFC) and the Commonwealth of Virginia Campaign (CVC).

Our goal is to support all partners through a successful application process as members of the United Way NCA federation.

Once applications have been reviewed and approved, partner acceptance letters are distributed during the month of February.

Partner letters are sent electronically through the eCImpact platform and can be accessed at any time in your organization's profile.

UNITED WAY NCA PARTNERSHIP BENEFITS

As a United Way NCA partner organization, you gain access to workplace giving opportunities, community engagement initiatives, promotional support, and capacity-building resources designed to strengthen your organization's impact throughout the region.

Funding Opportunities

Partnering with United Way NCA provides nonprofit organizations with access to funding opportunities through workplace giving campaigns, collaborative grants and sponsorships, and online charitable giving platforms.

Workplace Giving

United Way NCA facilitates workplace giving campaigns across the region, connecting nonprofit organizations with federal, municipal, state, and corporate employees who choose to support charitable organizations through payroll-deducted contributions.

Workplace fundraising can serve as an important component of an organization's overall fundraising and development strategy by providing unrestricted funding that supports long-term sustainability, operational planning, and ongoing service delivery.

Each year, United Way NCA raises millions of dollars for partner organizations through workplace campaigns that allow donors to designate contributions directly to participating nonprofits.

Once your organization's partnership application is approved, the United Way NCA team works to facilitate inclusion in hundreds of municipal, federal, and state workplace giving campaigns on behalf of eligible partners.

Combined Federal Campaign (CFC)

Pending continuation of the federal campaign program and annual requirements.

United Way NCA serves as a federation for the Combined Federal Campaign (CFC) of the National Capital Area.



The CFC provides access to hundreds of thousands of federal employees who contribute millions of dollars annually to United Way NCA partner organizations through workplace giving.

Each participating nonprofit organization is assigned a unique five-digit CFC designation code that donors use to make direct contributions to their organization.

Key Campaign Information

- United Way NCA's internal deadline to submit CFC applications to the Office of Personnel Management (OPM) portal is typically January 31 each year.
- A formal correction period is generally held in June, during which United Way NCA and partners have approximately 10 business days to complete required corrections or provide additional documentation.
- The annual CFC campaign season typically runs from September through mid-January.

United Way NCA works closely with partners throughout the application and review process to help ensure compliance with campaign eligibility requirements and submission deadlines.

Commonwealth of Virginia Campaign (CVC)

If requirements are met, United Way NCA will apply on behalf of eligible partner organizations to participate in the Commonwealth of Virginia Campaign (CVC), an annual workplace giving campaign serving more than 100,000 Commonwealth of Virginia employees.



Each participating nonprofit organization receives a unique six-digit CVC designation code for donor giving purposes.

Key Campaign Information

- United Way NCA's internal application deadline is typically at the end of May each year.
- The Commonwealth of Virginia Campaign is conducted annually from October through December.

Additional application guidance, eligibility requirements, and campaign timelines are communicated directly to partners each year.

Maryland Charity Campaign

United Way NCA is not a federation for the Maryland Charity Campaign. However, we share campaign communications and important updates with our partner network as information becomes available.

Visit the [Maryland Charity Campaign website](#).



Key Campaign Information

- Organizations are responsible for independently completing and submitting their own applications.
- United Way NCA will communicate application opening dates, deadlines, and campaign-related updates to partners.
- Applications are typically due for submission in February each year.

Collaborative Grant and Sponsorship Opportunities

Partnering with United Way NCA opens doors to grant and sponsorship opportunities we can pursue together. We actively work to identify opportunities aligned with our partners' missions and coordinate collective responses to government, philanthropic, and corporate funders across the region.

We also work to get partners prepared before opportunities arise. That means co-designing programs, pursuing joint applications, and participating in regional initiatives where showing up as a coordinated network carries real weight with funders.

OUTREACH & PROMOTION

United Way NCA provides partners with promotional opportunities and outreach support designed to help amplify your mission, increase visibility, connect with potential donors and volunteers, and strengthen awareness of your organization throughout the region.

As a United Way NCA partner, you are encouraged to leverage one of the most recognized and trusted nonprofit brands in the world to help build credibility and community awareness for your organization.

Speakers Bureau and Workplace Engagement Opportunities

Speaking directly with donors and community supporters is one of the most effective ways to advance your mission and share your impact.

United Way NCA provides opportunities for partners to participate in workplace giving events, nonprofit fairs, speaking engagements, and campaign activities hosted by corporate, municipal, and federal workplaces throughout the campaign season.

These opportunities allow partner organizations to:

- Share their mission and impact directly with potential donors;
- Build awareness within workplace communities;
- Connect with employees who want to volunteer or support local nonprofits.

Additional information regarding participation opportunities and sign-up processes will be shared throughout the year.

[Join United Way's NCA Speakers Bureau.](#)

By informing us that your organization wishes to participate in charity fairs, provide presentations and support partner tours, United Way NCA will do its best to engage you in both CFC and private sector campaign events and activities.

Workplace Campaign Brochure and Partner Visibility

As a United Way NCA partner, your organization's name and applicable campaign designation codes may be included in annual workplace campaign materials and brochures distributed through workplace campaigns, community events, and donor outreach efforts.

These materials help increase visibility for partner organizations and make it easier for donors to make direct contributions to your organization through workplace giving campaigns.

Social Media and Communications

United Way NCA uses social media and partner communications to highlight the work and impact of our nonprofit network. Our name and logo carry a promise to our region's ALICE (Asset Limited, Income Constrained, Employed) neighbors, and now you're part of upholding that promise, too.

This section is your quick-start kit for showing off your partnership, tagging us, and helping tell our shared story.

How to Celebrate Our Partnership

United Way NCA encourages you to:

- Tag United Way NCA on social media when posting about and celebrating our partnership.
- Engage, share, and repost content we've published on our social channels
- Use our approved hashtags when posting

Our Handles

- Instagram: [@unitedwaynca](#)
- Facebook: [@unitedwaynca](#)
- LinkedIn: [United Way of the National Capital Area](#)
- X (Twitter): [@UWNCA](#)
- YouTube: [@unitedwaynca](#)



Talking About Our Impact Areas

United Way of the National Capital Area has three impact areas:

Healthy Community: We help improve access to quality health education that addresses chronic conditions, mental health, and emerging health concerns, so people have the resources they need to lead healthy lives.

Youth Opportunity: We create pathways for young people in middle and high school to reach their economic and career goals and be competitive in shaping their future.

Financial Security: We connect people to education, tools, and job training, so they have financial freedom, peace of mind, and can build a stronger future.

Approved Hashtags

#UnitedIsTheWay #CommunityImpact #HealthyCommunity #YouthOpportunity
#FinancialSecurity

Sample Posts to Announce Your Partnership

The captions below are ready to copy, paste, and publish as written, or adapt to fit your organization's voice.

Proud partner announcement: We're excited to announce our acceptance as a United Way NCA nonprofit partner! As a vetted partner, we demonstrate sound financial and operational practices and a commitment to meaningful impact in the National Capital Area. #UnitedIsTheWay
#CommunityImpact

Event participation: We're honored to attend United Way NCA's Annual Partner Summit, connecting with fellow nonprofit partners to share ideas and strengthen our collective impact across the National Capital Area. #UnitedIsTheWay #CommunityImpact

Learning opportunities: We participated in a United Way NCA training as a proud nonprofit partner, gaining tools and insights we're excited to put to work in our community. #UnitedIsTheWay
#CommunityImpact

Questions?

Direct all social media inquiries and social media collaboration requests to the Marketing and Communications team at marketing@uwnca.org.

Use of the United Way NCA Brand

Partners may utilize the “Proud Partner of United Way NCA” logo on websites, publications, and marketing materials to help enhance organizational visibility and community trust.

The “Proud Partner” designation signifies that an organization has successfully completed United Way NCA’s partnership review and vetting process, demonstrating:

- Sound organizational and financial practices;
- Compliance with partnership requirements;
- A commitment to meaningful community impact and service.

Use of the United Way NCA brand helps reinforce credibility and strengthens collective awareness of the work being accomplished across our partner network.

The “Proud Partner” logo should be clearly displayed whenever possible, including on:

- Organizational websites;
- Brochures and promotional materials;
- E-newsletters and digital communications;
- Signage or entrances at organizational facilities.



**PROUD
PARTNER**

ENGAGEMENT

United Way NCA provides opportunities for partners to engage with donors, volunteers, workplace campaign participants, and fellow nonprofit organizations through collaborative events, volunteer initiatives, trainings, and networking opportunities.

These engagement opportunities are designed to strengthen community connections, increase collaboration across sectors, and support nonprofit organizations in advancing their missions throughout the National Capital Area.

Community Impact and Collaborative Events

United Way NCA facilitates collaborative community impact initiatives and events throughout the National Capital Area focused on healthy community, youth opportunity, and financial security.

By bringing together nonprofit partners, volunteers, corporate supporters, and community stakeholders, these initiatives help provide services and resources to residents while strengthening collaboration across the nonprofit sector.

Partner Volunteer and Stakeholder Engagement

United Way NCA helps connect volunteers, donors, corporate partners, and other key stakeholders with partner organizations through volunteer opportunities and engagement activities.

These experiences provide supporters with firsthand insight into your organization's work while helping cultivate long-term advocates, volunteers, and donors for your organization and our broader network.

Partner organizations are encouraged to share volunteer opportunities and engagement activities with the United Way NCA team throughout the year.

Capacity-Building and Networking Opportunities

United Way NCA provides opportunities for partners to participate in learning, networking, and professional development opportunities throughout the year.

These opportunities are designed to help strengthen organizational capacity, encourage collaboration across the nonprofit sector, and provide partners with access to relevant tools, resources, and peer learning opportunities.

Opportunities may include:

- Annual partner and community meetings;
- Workshops and trainings on topics such as governance, fundraising, technology, marketing, social media, and program evaluation;
- Peer networking and collaboration opportunities with fellow nonprofit and community partners.

Annual Community Meeting

Each year, United Way NCA hosts an Annual Community Meeting open to nonprofit partners, business partners, and community stakeholders.

The Annual Community Meeting provides partners with opportunities to:

- Learn about United Way NCA priorities, initiatives, and partnership updates;
- Participate in learning sessions designed to strengthen organizational knowledge and capacity;
- Connect and network with nonprofit colleagues, corporate partners, and United Way NCA staff.

United Way NCA values partner feedback and encourages partners to share topics, trainings, and areas of interest they would like to see incorporated into future Annual Community Meetings and learning opportunities.

GETTING THE MOST OUT OF YOUR UNITED WAY NCA PARTNERSHIP

United Way NCA provides partners with ongoing communications, resources, tools, and opportunities designed to help organizations maximize the value of their partnership throughout the year.



Partners are encouraged to stay actively engaged with United Way NCA communications, events, and programs to ensure they receive the latest information regarding workplace campaigns, partnership requirements, funding opportunities, trainings, and community initiatives.

Partner Communications

United Way NCA shares important updates, announcements, resources, and time-sensitive information through:

- Email communications
- Partner newsletters and direct communications.

These communications may include:

- Campaign timelines and reminders;
- Capacity-building and learning opportunities;
- Community engagement events;
- Marketing and outreach opportunities;
- Partnership updates and operational announcements.

Partners are encouraged to regularly review communications to remain informed and engaged throughout the partnership year.

Partner Resources and Online Platforms

Partner Hub

United Way NCA provides nonprofit partners with access to [eClImpact](#), the online Partner Hub designed to support ongoing communication, engagement, and partnership management throughout the year.

Through eClImpact, partners may:

- Complete and submit annual nonprofit partnership applications;
- Receive communications and announcements from the Community Relations and Engagement teams;
- Access donor designation codes for workplace campaigns;
- Update organizational and primary contact information;
- View partner newsletters, updates, and shared resources;
- Access partnership acceptance letters and related documentation.

Login credentials for eClImpact are created by the organization's primary contact during the nonprofit partnership application process. Once an organization is established in the system, partners may continue accessing their account from year to year.

To ensure uninterrupted access and receipt of important communications, organizations should maintain accurate and up-to-date primary contact information within eClImpact.

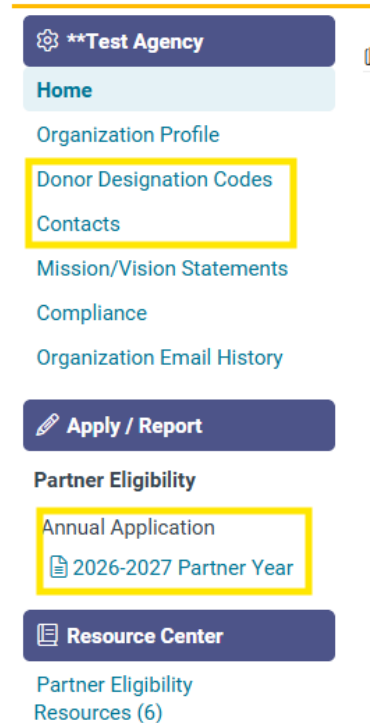
For assistance with account access or login issues, please contact the Community Relations & Engagement Team at partner@uwnca.org.

Partner Portal

United Way NCA provides active partners access to a secure online Partner Portal where organizations can access important partnership and campaign-related information.

Through the Partner Portal, partners may:

- Access payment and disbursement reports;
- Download donor reports, when available;
- Review payment processing information;



- Access ACH/direct deposit forms and related documentation;

Login credentials are typically provided to the primary representative listed on the organization's annual nonprofit partnership application.

Please note that the Partner Portal is only accessible to active United Way NCA partners during the current campaign year.

For assistance with portal access or account questions, please contact the Partner Engagement Team at partner@uwnca.org.

PARTNER WEBSITE RESOURCES

The United Way NCA Partner [webpage](#) serves as a resource for partnership materials, updates, and tools.

Partners are encouraged to bookmark the page to access:

- Partnership criteria and application information;
- Templates, logos, and marketing materials;
- Training materials and announcements;
- Additional partner tools and guidance documents.

Disbursement and Payment Information

United Way NCA manages the collection and distribution of donor-designated funds on behalf of nonprofit partner organizations, helping streamline workplace campaign participation and donor processing.

ACH/Direct Deposit

United Way NCA offers payment distribution through Automatic Clearing House (ACH) direct deposit to partner organizations' checking accounts.

Benefits of ACH enrollment include:

- Faster receipt of funds;
- Reduced risk of lost or delayed checks;

- Electronic remittance notifications via email.

ACH enrollment forms and payment information are available through the Partner Hub or by contacting partner@uwnca.org.

Processing Fee

Processing fees are assessed on all donations processed through United Way NCA as follows:

- 6% for non-federated campaigns
- 9% for DC One Fund and Combined Federal Campaign (CFC) donations

These fees help support:

- Partner vetting and compliance review processes;
- Campaign coordination and administration;
- Marketing and promotional efforts;
- Workplace campaign management and donor processing services.

Donor Stewardship

United Way NCA thanks and acknowledges all donors who support our partner organizations. Partners are also encouraged to personally thank donors whenever donor information is available.

Donor reports may be accessed through the Partner Portal, allowing organizations to conduct donor stewardship and strengthen ongoing supporter relationships.

Be an Active Partner

Partners can maximize the value of their United Way NCA partnership by actively participating in campaigns, communications, volunteer opportunities, and engagement initiatives throughout the year.

Ways to stay engaged include:

- Promoting your United Way NCA and campaign designation codes;

- Participating in Speakers Bureau opportunities, workplace fairs, partner tours, and campaign events;
- Hosting volunteer opportunities for workplace and corporate groups;
- Sharing organizational success stories and community impact updates with United Way NCA;
- Engaging with United Way NCA through social media and community initiatives;
- Participating in trainings, networking opportunities, and partner events.

Internal Workplace Campaigns

United Way NCA encourages partner organizations to consider hosting internal workplace giving campaigns to provide employees with opportunities to support causes important to them through charitable giving.

Employee participation in workplace campaigns is always voluntary.

United Way NCA staff are available to provide guidance, campaign resources, and support to organizations interested in conducting an internal workplace giving campaign.