Heartland United Way Electronic Community Boards
Project Overview and Guidelines for Sharing Information

**Project Overview:**

The message boards, which are 55” TV’s, will be linked through software to promote community-wide communications. Messages will display multi-lingual information that affects health, safety and well-being of our community members.

This document explains the guidelines for those wishing to partner with Heartland United Way and utilize these Electronic Community Boards to disseminate information related to the health, safety and well-being of our community members.

**Example of what every message board looks like:** three scrolling sections, weather icon, time, date and 211 Help number. Example of digital content partners will be providing.
Content is split into three scrolling sections: Left, Center and Right

- **Left section**: Digital content in Spanish, Somali & Arabic
- **Center section**: Digital content in English
- **Right section**: Scrolling Upcoming Events Calendar. Reserved for resource distributions, COVID testing and vaccine distribution times/dates (when applicable).

**Partnership Guidelines:**

These following guidelines will help partners develop appropriate digital documents to promote relevant community activities. Please follow all requirements below, and consider how your information/event/activity meets the health, safety and well-being needs of community members. If you have any questions as to whether your information meets these priorities, feel free to reach out.

**Format Requirements:**

- It is preferred that digital content use a sizing format of **631 by 794 pixel (PX)** which is **8.4 inches by 10.6 inches**. The system allows for other digital sizes but we recommend that you choose something close to the above specifications or a standard size of **8.5 by 11 in.** that is the size of a piece of paper.
- Digital content is accepted in the following formats: JPEG, PNG, VIDEOS, PDF, WORD, EXCEL, POWERPOINT, and PUBLISHER. YOUTUBE and VIMEO.
Text Requirements:

- Please use a font size bigger than 14 pt. You will see below examples of different font sizes. The bigger the text the easier you can get your message across to community members.
- Information should be short and concise. Please get straight to the point of Who, What, and Where. 10 seconds of information.
Image 3B: Example of Text that is NOT large enough. This font size is 11, please use a font size higher than 14pt.

Language Accessibility Requirements:

- We would like to ask all partners to provide digital content in multiple languages or at least two languages. Some of the most common languages spoken in region: English, Spanish, Somali and Arabic

Image 4: Example of messaging in at least two languages and two separate documents.
Visual Requirements:

- Please use complimentary colors. This goes for the color of fonts and backgrounds. We will leave this up to you to decide on what colors to use in your digital content. We just ask that you use colors that allow the reader to understand the content in a timely manner.

Image 5: Example of how images and text should be engaging with the audience & draw them into your message. This is too small of a font size.

Following messaging that is NOT Allowed:

- For profit or sales
- Fundraising
- Seeking volunteers

How to Submit Your Information:

- Review your material to ensure that it meets the recommended format guidelines above.
- Submit documents to Eric Garcia-Mendez, Eric@heartlandunitedway.org, 308-382-2675
- With your submission, identify how long/how often you hope your information is shared. Provide your organizations name, point of contact, email, and phone.
- Provide information in English, Spanish, Arabic and Somali
  - If you need assistance with translations, please contact Eric at the United Way to discuss options. You may need to provide an excel workbook or google sheet with the English text that you would like translated.