



United Way COMMUNITY SCHOOLS

“How-To Do It:” Quarterly Spotlights

What It Is

Quarterly Spotlights are a way to capture stories (qualitative data) within your school and the network to capture a wholistic picture of the work for community and partners. The intention of the spotlights is to be one of the many data collection methods used for Community Schools.

The Process

Community School Coordinators use the [United Way Community Schools Spotlights Jotform](#) to capture the past three months activities/stories to share with their community and partners. Everything for the entire report should be packaged together and submitted as one email, if possible. ALL Spotlights are sent to United Way's Marketing Team and UWCSN Director for consistency and edits.

Due to processing ALL Community School Spotlights, please allow an approximately two-week period for our Marketing team to return your finalized report to you. Once you receive your report, CSCs should email the spotlight to their distribution lists (these are your corporate or community partners) AND wherever else Community School news is shared (school newsletters, etc.)

Whom to Submit to OR Direct Questions to

- Alaura Ennis: alaurae@unitedwayglv.org AND
- Khushboo Jain: khushbooj@unitedwayglv.org

When to Submit

- Quarter 1: Captures June, July, August
 - Submit Spotlights to UW: September 15
 - Send to your Distribution List by: September 30
- Quarter 2: Captures September, October, November
 - Submit Spotlights to UW: December 15
 - Send to your Distribution List by: December 30
- Quarter 3: Captures December, January, February
 - Submit Spotlights to UW: March 15
 - Send to your Distribution List by: March 30
- Quarter 4: Captures March, April, May
 - Submit Spotlights to UW: June 15
 - Send to your Distribution List by: June 30

Network Partner:



United Way of the
Greater Lehigh Valley





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Submissions SHOULD Include:

- Community School Name
- Months Covered (for example: September – December 2024)
- Stories (up to six)
 - Label stories (1, 2, 3...)
 - Story name word count: 15 words
 - Story word count: 75 – 100 words
 - Include all stories together in a Word document (or other text-based file)
 - **At the bottom of the stories text box:** Include captions that you'd like to any pictures you are uploading - event/program, location, persons shown (first and last name, company). Include photo credit, if necessary
- Photos
 - Obtain all permissions to use/print the photos before submitting
 - Submit good quality photos
 - Photos should be .JPG, .PNG or .PDF
 - Upload actual photos from the events you are referring to rather than a flyer of the event
 - Photos should be attached individually and should not be copy/pasted
- Community Partners
 - This is anyone else you'd like to give a shout-out to – they will be **BOLDED** in the story they are involved in
 - ALL spotlights already will include your school district logo, Community School logo (when shared) and lead and corporate partner logos

Network Partner:



United Way of the
Greater Lehigh Valley

