Thank you for your generous support of UW Medicine and for your interest in spreading the word with your audiences!

As a public institution, UW Medicine is subject to federal and state laws, regulations, standards and requirements that both impact how we can publicize your support and limit how we can appear in your marketing and communications. Below are some guidelines to follow when promoting your generous support of our organization. Please contact your Advancement partner with any questions.

UW MEDICINE OR UNIVERSITY OF WASHINGTON LOGO

State law requires us to avoid the appearance of endorsement or promotion of any third-party product, service, company, organization or entity. As a result, our logo can only be used by third parties in a manner which is consistent with the UW Trademarks & Licensing policy, such as when there is an official sponsorship or a legal partnership.

Given this, use of any UW Medicine or UW logo by a funding organization is not allowed.

As an alternative, you may add a phrase to materials, websites, videos, etc. that highlights your generous support, such as: “Proud supporter of UW Medicine” or “Proceeds will benefit UW Medicine.”

PHOTOGRAPHY

To protect the privacy of our patients:

- Photoshoots must be prearranged and coordinated with UW Medicine Advancement Communications.
- We may be able to provide approved photos for usage in your materials. However, you must visibly credit UW Medicine for the photo in every usage.

VIDEO

Filming and production of video content related to gifts or giving must be coordinated with UW Medicine Advancement Communications. Final edits must be approved by UW Medicine Advancement Communications before it is shared externally to ensure compliance with state and federal laws.
SOCIAL MEDIA

On your social media accounts:

- You may promote your support of UW Medicine. Please include our social handle @UWMedicine so that we may engage with your post.
- We may be able to provide approved photos that represent the area you are supporting. Please credit UW Medicine for the photo in every usage.
- The UW Medicine Advancement Communications team is happy to work with you on draft social content for your channels. Contact your UW Medicine Advancement partner to start the process.

On our social media accounts:

- UW Medicine Advancement does not have its own social accounts and unfortunately cannot provide social coverage for gifts.
- Likewise, with rare exception, UW Medicine and UW will not post individual donor recognitions on their main social accounts unless it is about a newsworthy gift that forms part of a larger UW/UW Medicine public announcement.
- We may be able to work with the beneficiary department, division, institute or clinic to post a thank you message on their individual social accounts, where they exist. UW Medicine Advancement Communications must review and approve language prior to posting.
- State law requires us to avoid the appearance of endorsement of any third-party product, service, company, organization or entity. As a result, mentions of donors on university social media accounts are restricted to thank you messaging only, along the lines of: Thank you to (insert donor social handle) for your generous support of UW Medicine.

PRESS RELEASES, BLOGS OR OTHER COMMUNICATIONS

Press releases, blog posts, stories, or other content about your philanthropic support of UW Medicine must be approved by UW Medicine Advancement Communications prior to distribution or publication on your channels. Since review by other teams within UW or UW Medicine may be required, we ask for a minimum of five business days for reviews and approval.

COVERAGE OF A SPECIFIC GIFT OR DONOR ON UW MEDICINE ADVANCEMENT WEBSITE/NEWSLETTERS

UW Medicine Advancement creates and shares compelling stories that illustrate the impact of philanthropy and support our highest fundraising priorities. These stories are shared in a variety of formats (e.g., email newsletters, print newsletters, social media) and are meant to inspire giving by current and prospective donors at all levels.

With rare exception, we do not write news announcements about individual gifts or feature stories about specific donors. We can partner to explore stories that share the impact or promise of philanthropy, while highlighting a specific gift or donor. See this story as an example.