

# LIVE UNITED PAPER T-SHIRT CAMPAIGN

The LIVE UNITED Paper T-shirt Campaign is a great way to demonstrate your support for United Way and our community. Local businesses and non-profits are encouraged to sell paper t-shirts for \$1 to their customers. You can choose to display them in your store front, lobby or any visible area that the public and staff will see.

## HOW THE PROGRAM WORKS

1. Your business agrees to run a paper t-shirt campaign.
2. Choose the dates of your campaign.
3. Educate staff about the program and their responsibility with the provided handouts and posters.
4. Sell paper t-shirts to customers, clients, staff and anyone who would like to contribute to the program.
5. Collect all the proceeds and place in a separate envelope and give to your assigned Loaned Executive to return to United Way.



**GIVE. ADVOCATE. VOLUNTEER.**  
[www.unitedwaymidland.org](http://www.unitedwaymidland.org)

## BENEFITS

- VISIBLE SYMBOL OF YOUR COMMITMENT TO THE COMMUNITY
- ENGAGES CUSTOMERS
- EASY WAY TO MAKE A DIFFERENCE
- UNITED WAY SHARES YOUR SUCCESS IN PRESS RELEASES AND ON SOCIAL MEDIA

## HELPFUL TIPS

- EDUCATE STAFF ABOUT THE PROGRAM
- ENCOURAGE STAFF TO GET INVOLVED
- RUN A 2 WEEK CAMPAIGN
- DISPLAY PURCHASED T-SHIRTS
- DISPLAY POSTERS
- KEEP IN CONTACT WITH YOUR UNITED WAY CAMPAIGN VOLUNTEER
- KEEP DONATIONS IN A SECURE LOCATION
- RETURN DONATIONS TO LOANED EXECUTIVE AT END OF YOUR CAMPAIGN

## FOR MORE INFORMATION

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