

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

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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