

# 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.



## 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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