

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 staff liaison
Keep donations in a secure location
Return donations to your Employee Campaign Coordinator or the staff liaison at end of your campaign

FOR MORE INFORMATION

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