

# 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