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

WE ARE STRONGER TOGETHER
www.unitedwaymidland.org