

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 to their customers for \$1, round-up or donation of their choice. You can choose to display them in your store front, lobby or any visible area that will raise awareness.

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.
5. Collect all the proceeds and bring your donation to United Way of Midland County.



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

Display purchased t-shirts

Display posters

Keep in contact with your staff liaison

Keep donations in a secure location

Return donations to United Way of Midland County at the end of your campaign