

ADVANCING EDUCATION INCOME AND HEALTH

United Way of Goodhue,
Wabasha & Pierce Counties



Creating a **BIG BUZZ** for a Small Price



You don't have to spend a lot of money to get the word out. Here are some simple and easy to execute ideas.

Wear the Shirt

Campaign committee, volunteers and other supporters love to wear the LIVE UNITED shirt, but don't stop there. Ask the CEO and upper management to get creative and dress a statue, mascot or mannequin in the t-shirt and display it.

Window Dressing

Put together a window display of Live United Signs, posters, photos, stickers and other items from your company to illustrate how you work together with United Way in your community.

What's Your Sign?

Display LIVE UNITED or use your company name to tell the community the ACB Company LIVES UNITED on electronic signs, marquees, billboards and other high visibility spots.

Chalk it UP

Use chalk to write LIVE UNITED in front of the office, in the parking lot, or on other paved surfaces.

Jeans for a Cause

Piggyback on the popularity of dress down day at work. Employees can wear jeans to work if they donate \$% and wear a United Way Sticker. Put a jar for the \$ and a pile of stickers at the receptionists desk or in another central location.

Thank You Gram

Send a LIVE UNITED thank you to any and all people who helped to put these ideas into practice or for anything else

they did to make the campaign a success.

Make a Movie

Create a video, starring your staff on the subject of LIVING UNITED. Employees can talk about why they decided to donate as well as the satisfaction they got from doing it, while encouraging others to get involved. This is a great way to personalize the campaign to your company.

Campaign Builder

Set up an "interview corner" and invite employees to be videotaped explaining why they've pledged, what goal they would like to see their donations achieve or why they have a personal connection to the cause. The finished video will make a great fundraising tool for next year.