

# LONGVIEW LIVE UNITED DAY December 17, 2008

Now more than ever our community must unite to create opportunities and inspire hope for a better tomorrow. We must make every effort to raise the funds needed to support crucial human service programs in the greater Longview area.

We are asking our community to come together on Wednesday, December 17 to show support and raise additional funds to help our neighbors. For many organizations, the Greater Longview United Way suggests an organization wide “Jeans Day”, in which employees or participants make a \$5 donation to wear jeans on Live United Day.

If a “Jeans Day” is not appropriate for your organization, please consider collecting \$5 donations and having prize drawings or other incentives for those who participate.

**Live United Day donations are due to the GLUW office by 5 p.m. Friday, December 19.** The amount raised by organizations will be counted toward their campaign as special event dollars. Companies may request a donation pick up by calling the GLUW office at 903.758.0191. Individuals may also donate on the web by visiting [www.longviewunitedway.org](http://www.longviewunitedway.org) and clicking on Give.

We appreciate all your hard work for the United Way campaign this year and we assure you, we wouldn't ask for additional donations if it were not critically important.

**People in our community are counting on us, so please help us to reach our goal. Your spirit of giving is greatly appreciated!**

## Tips for a Successful Live United Day:

- If a Jeans Day will work for your organization, here are some options.
  1. Sell Jeans Day stickers in advance of December 17. Volunteers should set dates and times that they will be selling stickers in common areas where employees gather (lobby, break room, cafeteria, etc.). Remind employees to wear the stickers on Dec. 17, so everyone will know they have made their donation. It would be a good idea to send a mass email to employees on Dec. 16 as a reminder for “last chance” sales.
  2. Sell Jeans Day stickers at the door as employees come to work on Dec. 17. Make sure to advertise in advance so they know to wear jeans that day. You could station volunteers at every entrance in shifts. Every employee wearing jeans pays \$5 at the door, and in turn receives a sticker to wear. Stickers can be downloaded from the GLUW website.
  3. If one Jeans Day is good, five is even better. Instead of \$5 for one day, charge \$20 for five days to be used between now and the end of the year.
  
- If a Jeans Day is not a good fit for your organization, here are some other options:
  1. Secure a few prizes – restaurant gift cards, movie passes, etc. and have a drawing for all employees who give \$5 or more on Dec. 17.
  2. Provide Christmas cookies, popcorn or hot chocolate for all employees who participate.
  3. Be creative! Have fun!

***Your extra efforts are greatly appreciated and will make a big difference in the lives of people in our community who are facing especially challenging times.***

### **Turning in Your Donations:**

When your event is complete, please bring your donations to the GLUW office, 310 S. Fredonia, no later than **5 p.m. on Friday, Dec. 19**. If you cannot bring our donations to the GLUW office, call 903.758.0191 to request a pick-up.



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