

LIVE UNITED



United Way & Volunteer Services
of Greater Yankton

Jeans Day for United Way!

You employees can make a difference in our community by wearing jeans for United Way. By purchasing stickers for \$1, \$2, or \$5 (depending on your company), each employee gets the opportunity to wear Jeans for United Way.

Jeans Day Stickers & Posters are available at the United Way & Volunteer Services office, call 605-665-6766.

Or you can print your own!

To print your stickers or posters, just log onto our website: www.yanktontunitedway.org. Click on Campaign Center/ Online Campaign Toolkit. The PDF files under Promotional Tools will allow you to print the stickers on standard mailing labels-Avery 5160 (1in. x 2 5/8in.) or name badge labels – Avery 5395 (2 1/3in. x 3 3/8in.) and the poster on 8 1/2 X 14 paper.

It's up to you:

- Employees buy stickers for a week or for every Friday of the month during your United Way Campaign.
- Sell stickers for \$5 and designate a specific day for everyone to participate.
- Hold Jeans Days for United Way for a month or two during United Way's Campaign allowing employees to wear blue jeans on a specified day of the week.
- Recruit a team of sticker sellers who promote the event.
- Or sell stickers for a while years' worth of Fridays, Mondays (whenever you want to be casual).

Sample letter/email to employees:

This year our company is selling stickers for \$1 (or \$5) each that entitles you to wear Blue Jeans every _____ (day of week) between _____ (date) and _____ (date) . All proceeds will benefit the United Way & Volunteer Services of Greater Yankton annual campaign. Please see _____ (coordinator) to purchase your stickers today!

Add your own twist:

If your company already allow Blue Jeans, make it Hat Day for United Way where employees can wear their favorite baseball, cowboy, or anything hat.

Have a Crazy Flip Flop Day! Have employees wear their craziest flip-flops or have a flip-flop decoration day where everyone brings a pair of inexpensive flip-flops and one thing to decorate with; everyone shares ideas and materials and can design their own.

The department that sells the most Jeans Day Stickers gets a pizza party or gets to leave early on Friday.