



LIVE UNITED IDEA BOOK

25 WAYS TO CREATE A BIG BUZZ FOR A SMALL PRICE

BUZZ.

IT'S WHAT HAPPENS WHEN YOU HEARABOUT A NEW STORE, ORGANIZATION OR CONCEPT- MAYBE FIRST ON A SIGN, THEN ON TV, THEN FROM AFRIEND. **NEXT THING YOU KNOW, IT'S PART OF EVERY-DAY LIFE.** TRY TWO OR FIVE OR SO OF THE IDEAS IN THISBOOK, AND YOU'LL-

- EXTEND THE LIVE UNITED MESSAGE YEAR-ROUND
- INSPIRE MORE PEOPLE TO GET INVOLVED
- MAKE SUPPORTERS AND VOLUNTEERS FEEL APPRECIATED

AS YOU LEAF THROUGH THE IDEAS IN THIS BOOK, **KEEP THESE THREE POINTERS IN MIND:** 1. BROADEN YOUR IMPACTBY POSTING PHOTOS OR VIDEOS ON FLICKER, YOUTUBE,FACEBOOK WALLS AND OTHER ONLINE SHARING SITES. 2. CHECK TO SEE IF YOU NEED PERMISSION TO STAGE EVENTSIN PUBLIC SPACES. 3. COPY OR ADAPT THESE-OR CREATEYOUR OWN-SO YOU END UP WITH WHATEVER WORKS BEST FOR YOUR COMMUNITY.

Staff, volunteers, and other supporters love to wear the LIVE UNITED tee-shirt, but don't stop there! Send shirts to local celebrities, TV weathercasters or sports reporters, elected officials, the CEO and other notables and ask them to wear their shirts in public. "Dress" a statue or store mannequin in a tee-shirt. (This might require cutting the shirt and creative use of duct tape.)

WEAR THE SHIRT

1



Form street teams that go to neighborhood festivals, farmers' markets, campus events, company picnics and other gatherings. As they circulate through the crowd in LIVE UNITED tee-shirts, they can hand out stickers and talk to people about local programs. Have them staff a table, wear a sandwich board or carry a LIVE UNITED sign.

TAKE TO THE STREETS

2



Stage a flash mob: Spread the word far and wide to show up at a well-traveled spot, such as a train station, wearing a LIVE UNITED shirt underneath another shirt or jacket. At a specific time, say Friday at 5 p.m. or Wednesday at noon, the “mob” takes off their outerwear and freezes. Search “live united flash mob” on youtube to see flash mobs and the reactions they invoke from passers-by.

FREEZE!

3



LIVE UNITED

Meet Helen from Tacoma, Washington. She got a realLIVE UNITED tattoo. Wowzers! We won't stop you from running with this idea, but maybe we also suggest temporary tattoos, which are cheap, fun and require much less commitment.

TATTOO IT!

4



Put together a window display of LIVE UNITED signs, posters, photos, stickers, and other items for a storefront or office display case.

WINDOW DRESSING

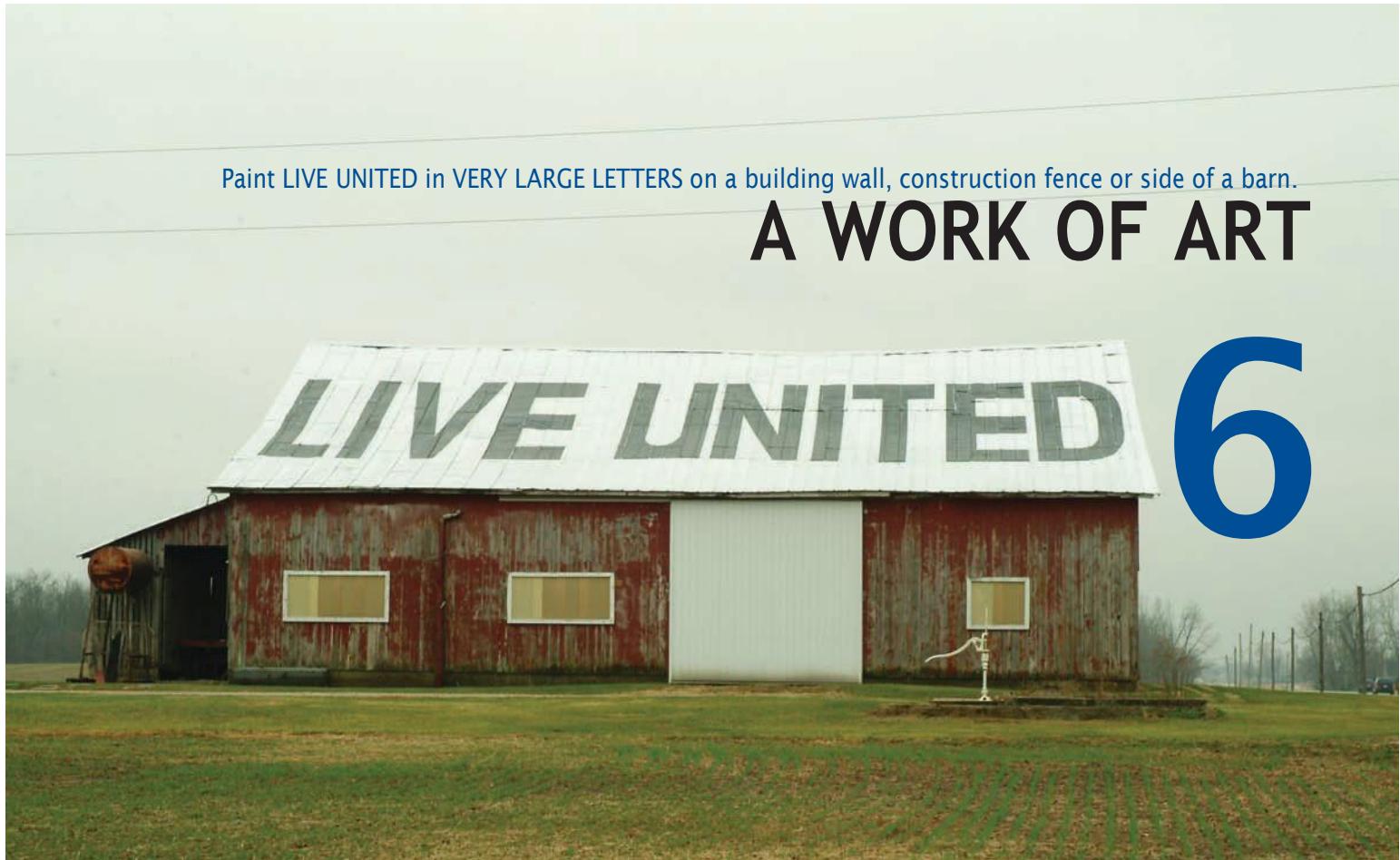
5



Paint LIVE UNITED in VERY LARGE LETTERS on a building wall, construction fence or side of a barn.

A WORK OF ART

6



Set up a photo shoot at your workplace, school or other location. Have LIVE UNITED tee-shirts of different sizes on hand. Pose people in front of a non-distracting backdrop and email them their photo. Put them all over the walls. In the elevators. On the back door of the bathroom stall.

Just make sure you get a photo release!

SAY CHEESE

7



Let the competitive juices flow. Who can write the best LIVE UNITED essay? Who rocks the mike at the LIVE UNITED poetry slam? Who has the best LIVE UNITED story?

CONDUCT A CONTEST

8



Hold a LIVE UNITED day at high school, college, pro or youth rec league sporting events. Mascots, cheerleaders, snack bar operators and ticket takers can wear the shirt. Fans and teams can shout out LIVE UNITED! at the opening or during half-time (or the seventh-inning stretch). Give the announcer a script with information so he or she can talk about LIVE UNITED during breaks in the action.

GO TEAM

9



Ask an aerial advertising company to sky-write LIVE UNITED or trail a LIVEUNITED banner as they fly a plane alongside beachfront or other crowded spot.



GIVE. ADVOCATE. VOLUNTEER. LIVEUNITED.ORG

LOOK UP!
10

Plan which lights to turn on and off in a tall building to spell out LIVE UNITED at night. Alert others, including the media, to look for it at a certain time. Take photos to send out instantaneously, as well as later on.

OUR NAME IN LIGHTS

11



Display LIVE UNITED on electronic signboards, marquees, billboards and other high-visibility spots.

WHAT'S YOUR SIGN?



12

Stage a positive picket by stapling LIVE UNITED signs on sticks about 3 feet in length.
Ask a small group to wave the signs downtown, in front of the factory, or another busy spot.

POSITIVE PICKETS

13



Use chalk to write a large LIVE UNITED in a public plaza, in front of an office, in a parking lot or other paved space.

CHALK IT UP

14



Create a LIVE UNITED computer screensaver, customized to your community or company. Ask the IT department to make it available to all the users on the LAN. Otherwise, make it available for individual users to download.

A LIVE-LY SCREEN

15



Order LIVE UNITED rubber stamps from the United Way Store. Stamp LIVE UNITED on sticky notes, thank-you letters, pads, envelope flaps and anyplace else you can think of.

STAMPING SUGGESTIONS

16



Design and print up LIVE UNITED postcards with a simple, direct call to action (e.g., Participate in our Day of Action). Postcards are cheaper to mail than first-class letters and known to be read more often. You can also leave a pile at coffee shops, libraries, receptionist desks, rec centers and other places.

IT'S IN THE MAIL

17



Create a bookmark (called a palm card by some printers) with a LIVE UNITED message. Give the cards to school and public libraries and to used and new bookstores. Also, printers often give away notepads with their company logo to their customers or at tradeshows. Ask them to print LIVE UNITED on one corner of the pads that they are going to be printing any-

MARK MY WORDS

18



Hand out LIVE UNITED stickers. Better yet, multiply the reach of the message. For example, if you ask 40 people to each distribute 10 stickers, you've handed out 400 stickers. Ask cashiers in the company cafeteria or nearby lunch or coffee shop to hand out LIVE UNITED stickers when they give back change. Give schools a supply to send home in students' backpacks.

STICK WITH IT

19



Tack up LIVE UNITED fliers, hot cards and stickers on community bulletin boards, for example at a library, coffee shop or daycare center. Offer to make a display for a school or company bulletin board that gets a lot of foot traffic by it.

BULLETIN BOARD AS BULLHORN

20



Place a series of small LIVE UNITED signs down a median strip or along a bike or walking trail. Each sign, about 1 by 2 feet, has one or two words, for example, how to LIVE UNITED: Join hands. Open your heart. Lend your muscle. Use your voice. Give. Advocate. Volunteer. Engage. LIVE UNITED

DOWN-THE-STRIP

21



Encourage supporters to include LIVE UNITED in their voicemail, email signature, Facebook or IM “away” message.



I'M AWAY...BUT
LIVE UNITED

22

Coordinate a LIVE UNITED day with public transit or with private shuttle or other services. Drivers wear Live United tee-shirts. Announcements and signs publicize the message. Maybe customers wearing a LIVE UNITED shirt can even get a free ride or a discount.

GET ON THE BUS

23



Piggyback on the almost universal popularity of a dress-down day at work. Employees can wear jeans to work if they donate \$5 and wear a LIVE UNITED sticker. Put a big glass jar for the money and a pile of stickers at the receptionist's desk or another central point.

JEANS FOR A CAUSE

24



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

THANK-YOU-GRAM

25



YOU DON'T HAVE TO SPEND A LOT OF
MONEY TO GET THE WORD OUT. THESE
IDEAS ARE JUST A START. SPREAD A
POSITIVE MESSAGE.