



Ugly Sweater Day

(+ *after hours* AT NOPO COFFEE CO.)



United Way of 1000 Lakes

Ugly Sweater Day Playbook

It's full of ideas and tips to help you have fun, raise money, and change lives. You're amazing for wanting to help and here's how you can get involved:

- + **Wear your ugliest**, most obnoxious holiday sweater on December 7th for a suggested \$5.00 donation to United Way's Community Campaign.

- + **Raise money with colleagues, family and friends.**

Coordinate an Ugly Sweater Day at your office, business, school, or club.

- + **Assemble a dream team.** Fundraising is always easier and (a lot) more fun in a group. Encourage your colleagues to get in on the action and get everyone motivated by setting a nice big, fat fundraising target (create a competition between departments or award prizes).
- + **Spread the word.** Post Ugly Sweater Day flyers and distribute information via your company's intranet, internal communications (and share with friends and family on Facebook and Twitter). Share your Ugly Sweater pictures and stories with your friends and family on Facebook, Twitter and Instagram.

- + **What difference the difference makes.** Make sure everyone knows the impact their donation can make in people's lives. See what your dollars can buy on page 4. More information on where the money goes can be found at unitedwayof1000lakes.org
- + **Time for some you time.** Head over to NoPo Coffee for some good conversation and cheer!
- + **Join us at NoPo Coffee Co.** for an after party from 5 to 7 p.m. Light appetizers, spirits (coffee drinks, specialty beer and wine available for purchase). Prizes will be awarded for ugliest, brightest and most creative.

Employee fundraising is always most successful when everyone knows that the executive team is not only supportive – but that they are willing to let their hair down. Here's some ideas to help your leadership to show their true colors!

- + **Simply Silly**—If your company culture is fairly formal, just a picture of the CEO in an ugly sweater attached to a company-wide letter can have a big impact.
- + **I Challenge You** —Challenge your team to band together to raise money. If they hit their goal, you have to do something crazy! Who wouldn't want to see their boss come to work dressed as an elf? The sky's the limit! Not up for a pie in the face? Offer a prize for the department that raises the most money per employee.
- + **Switch it Up**—Recruit the entire executive team to serve breakfast for the staff. As staff go through the line –let them know that you hope they'll take part in the United Way campaign.
- + **Put your Money Where your Mouth Is**—Buy a candy cane for every employee and leave it on their desk/workspace with a little note that says “We've donated \$1 to United Way in your honor.
- + **Shall I Lead?**—Show us your moves! Recruit the executive team to learn a simple holiday jingle and lead the entire office in a lunch time dance party! If you have multiple locations, record your dance on a smart phone and send it over to your other offices with a challenge!
- + **My Treat**—Host an Ugly Sweater Day at your workplace and offer to match donations.

Sample email script:

Dear <name>,

Things are about to get really fun(ny) around this office. I'm so excited to announce that [Company Name] will be participating in and supporting United Way's Ugly Sweater Day on Thursday, December 7th! Our efforts will not only be great fun but will help change the lives of families in the Itasca area.

Here are your Ugly Sweater day ground rules:

1. **Have fun!** Give yourself a break from any holiday stress for just a day –I promise you'll laugh all your deadlines away. (Okay, maybe not, but it will make you forget about them for a few hours!)
2. **Get creative!** We are on a mission to do something funny for a small donation!
3. **Remember that your participation makes a difference.** Together, we can help change the story.
4. **Tag it!** Snap and post your ugly pics on Facebook, Twitter and Instagram using #UglySweaterDay #UW1000Lakes #LiveUnited

Be on the lookout for my emails with Ugly Sweater Day news and information on how you can get involved.

Also, check out unitedwayof1000lakes.org for more information.

Social media

An important part of the fun is sharing information about Ugly Sweater Day and your activities with your co-workers, friends and family. We would love if you would follow and engage with us on social media.

- + **Share your videos and photos with us!** Send them to info@unitedwayof1000lakes and we may just post them on our social media for all the world to see.
- + **Share your "Ugly Sweater Day" story** by posting pictures and video of your United Way activities on Facebook, Twitter and Instagram with #uglysweaterday #liveunited #changethestory
- + **Connect with us:**
 - + facebook.com/UnitedWayof1000Lakes
 - + twitter.com/UWay1000Lakes
 - + instagram.com/uway1000lakes
 - + YouTube.com/UnitedWayof1000Lakes

Where the money goes

When you give to United Way of 1000 Lakes you help more than one person or one charity – you change conditions to create lasting results in the greater Itasca County area.

Your financial gift makes sure kids are prepared for school, and enables adults and families to build strong financial futures and live wholesome and healthy lives.

Payroll deduction makes it easy to give a little from each paycheck, adding up to an annual gift that improves many lives. By combining your donation with every gift from the community, United Way impacts thousands lives.

No matter how large or small, every gift is important, and 99% of your contribution stays here in our community.

What your dollars can do

When you give to United Way, you're making a difference in your community. You're helping United Way improve lives and make lasting change. Your weekly gift is an investment in the lives of your neighbors and in the wellbeing of Itasca.

What does \$120 provide? Your pledge of \$10 per month can provide grocery services for a homebound senior or transportation to medical appointments for a year.

What does \$260 provide? Your pledge of \$5 per week can provide 10-weeks of group advocacy services to victims and families experiencing domestic violence.

What does \$520 provide? Your pledge of \$20 per payperiod can allow a child to take part in out-of-school time activities or be paired with a caring adult mentor for a year.

What does \$1,040 provide? Your pledge of \$40 per payperiod can provide a Child Care Scholarship to a low income family; ensuring quality, stable early education for their children.

Get Started

Every workplace campaign is different and can be shaped around your organization's culture. Setting up and running a campaign is simple, and we'll help you every step of the way.

If you would like to participate, please contact United Way of 1000 Lakes at 218-999-7570 or email info@unitedwayof1000lakes.org.