

# LIVE UNITED DAY 2017 Social Media Toolkit

United Way  
of Northwest Arkansas  
UnitedWayNWA.org



## Thank you for participating in Live United Day 2017!

Our biggest volunteer day of the year is coming up on Friday, April 28<sup>th</sup>! The day will kick off with a breakfast rally followed by volunteer projects across northwest Arkansas. Our goal is 1,000 volunteers— that’s 400 more than last year. Nonprofits and schools across the region are counting on us!

The number one reason people don’t give (time or money) is because they weren’t asked. Let’s change that by asking every friend and family member to come out and support one of dozens of nonprofits and schools. Social Media and Emails play a HUGE part in this event. Let’s let our friends, family and community know that this opportunity is available! This tool kit provides social media posts to help promote Live United Day, solicit volunteers and to garner general awareness of the amazing work organizations in our community are a part of.

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**WHAT:** United Way of Northwest Arkansas Live United Day

Live United Day is a day of service when individuals, families and teams of coworkers or friends volunteer at nonprofits throughout Northwest Arkansas. Volunteer teams range in size from 10 -100 and come out to tackle meaningful projects that address community needs.

**WHEN:** Friday, April 28<sup>th</sup>, 2017

**WHO:** Volunteers, corporate partners, general public

**WHERE:** The Kickoff Breakfast Rally will take place at a location in NWA (TBD). Volunteer projects hosted in Northwest Arkansas throughout the day.

**WHY:** With the number of volunteers and projects increasing each year, we're meeting the needs of our community and eager volunteers by offering Live United Day every year. Volunteers are ready to participate in collaborative projects that create positive change, build community gardens, paint walls, read to kids, stuff envelopes, build picnic tables, put together supplies, plant trees and more. This is your chance to show first-hand the great work your organization does and garner some attention and support from potential donors and media.



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## LIVE UNITED DAY 2017 FACEBOOK EVENT:

- <https://www.facebook.com/events/1265871673478111/>

## UNITED WAY NWA SOCIAL MEDIA HANDLES

- Facebook: [www.facebook.com/unitedwaynwa](http://www.facebook.com/unitedwaynwa)
- Instagram: @unitedwaynwa / [www.instagram.com/unitedwaynwa](http://www.instagram.com/unitedwaynwa)

## LIVE UNITED DAY IMAGES:

- Images to post on social media can be found [here](#).

## UNITED WAY HASHTAGS

- #LiveUnitedNWA
- #LiveUnitedDayNWA

## LIVE UNITED DAY NWA WEBSITE:

- [www.unitedwaynwa.com/liveunitedday](http://www.unitedwaynwa.com/liveunitedday)
- Volunteers can find information on registering
- Organizations and nonprofits can find information on submitting a project





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## VOLUNTEER SOCIAL MEDIA CAPTION EXAMPLES:

Time to roll up your sleeves! United Way needs 1000+ volunteers to complete dozens of service projects at #LiveUnitedDayNWA on April 28<sup>th</sup>! Sign-up today [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay)

Help our region thrive by spending a day volunteering with us April 28! #LiveUnitedDayNWA [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay)

Who doesn't love a day of team building? There are 35+ service projects ready for you to sign-up for. #LiveUnitedDayNWA at [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay)

Give back to our great community with your time and talents at #LiveUnitedDayNWA on April 28 [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay)

Join 1000+ volunteers April 28 at United Way's #LiveUnitedDayNWA. Sign up & invite your friends! <http://bit.ly/LiveUnitedDay>

Do you paint? Build? Organize? Share your talents at United Way's #LiveUnitedDayNWA! [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay)

Make a difference in your community! Sign up to volunteer at United Way's #LiveUnitedDayNWA on April 28 at [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay)

What are you doing next week? Join hundreds of volunteers and help your community at United Way's #LiveUnitedDayNWA! [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay)

## LIVE UNITED DAY IMAGES:

- Download Live United Day [here](#).



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## PROJECT/NONPROFIT SPECIFIC SOCIAL MEDIA CAPTION EXAMPLES:

*These posts can be tailored to a specific nonprofit and volunteer project. When possible, please include a photo with your post.*

Sign ups are open for United Way's #LiveUnitedDayNWA on April 28. We've been selected as one of the project sites. Come volunteer with us! [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay)

We're part of United Way's #LiveUnitedDayNWA on April 28. Sign up to volunteer: [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay)

Help {volunteer action) at# LiveUnitedDayNWA on April 28. Sign ups are open: [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay)

*(For example: Help sort clothes for families during United Way's #LiveUnitedDayNWA on April 28. Sign up: [bit.ly/LiveUnitedDay](http://bit.ly/LiveUnitedDay))*

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