

LIVE UNITED DAY 2018

Social Media Toolkit



Thank you for participating in Live United Day 2018!

Our biggest volunteer day of the year is **Friday, April 27, 2018!** The day will kick off at 8:00 am with volunteer projects across northwest Arkansas. Our goal this year is **1,000** volunteers comprised both of corporate teams and individuals. 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.

Who/What/Where/When/Why.....	Page 2
United Way of NWA Social Media Handles.....	Page 3
Social Media Post Examples for Volunteers.....	Page 4
Social Media Post Examples for Organizations.....	Page 5



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

Live United Day is a National day of service that Northwest Arkansas has implanted where individuals, families, friends and corporate teams come together to volunteer at nonprofits throughout our community.

WHEN: Friday, April 27, 2018

WHO: Corporate Teams

WHERE: 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 2018 FACEBOOK EVENT:

- <https://www.facebook.com/events/1599619450124361/>

UNITED WAY NWA SOCIAL MEDIA HANDLES

- Facebook: www.facebook.com/unitedwaynwa
- Instagram: @unitedwaynwa / www.instagram.com/unitedwaynwa

LIVE UNITED DAY IMAGES:

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

UNITED WAY HASHTAGS

- #LiveUnitedNWA
- #LiveUnitedDay2018NWA

LIVE UNITED DAY NWA WEBSITE:

- 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 27th! Sign-up today bit.ly/LiveUnitedDay

Help our region thrive by spending a day volunteering with us April 27!
#LiveUnitedDayNWA 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

Join 1,000+ volunteers April 27 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

Make a difference in your community! Sign up to volunteer at United Way's #LiveUnitedDayNWA on April 27 at 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



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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 27. We've been selected as one of the project sites. Come volunteer with us! bit.ly/LiveUnitedDay

We're part of United Way's #LiveUnitedDayNWA on April 27. Sign up to volunteer: bit.ly/LiveUnitedDay

Help (volunteer action) at #LiveUnitedDayNWA on April 27. Sign-ups are open: bit.ly/LiveUnitedDay

(For example: Help sort clothes for families during United Way's #LiveUnitedDayNWA on April 27. Sign up: bit.ly/LiveUnitedDay)

