



Blue Jean Days for United Way

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

To print your stickers, just log onto our website: www.unitedwaysiouxland.com Then click on Campaign/Workplace Campaign Tools. The Word file will allow you to print on standard mailing labels-Avery 5160 or 5960 (1" x 2 5/8").

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 Blue Jean Days for United Way for a month or two during United Way's Campaign (August-November), 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 whole year's 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 entitle you to wear Blue Jeans every _____ between _____ and _____. All proceeds will
(day of week) (date) (date)
benefit United Way of Siouxland's annual campaign.

Please see _____ to purchase your stickers today!
(coordinator)

Add your own twist:

If your company already allows 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 in 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 Blue Jean stickers gets a pizza Party or gets to leave early on Friday.

The department that sells the most Blue Jean stickers gets to toss a pie at their manager.

Lengthen the amount of time employees can purchase stickers to increase participation.



If you would like to participate in Blue Jean Days for United Way and have questions, please see your Loaned Executive or call United Way at 255-3551. Thank you!