



UNITED WAY'S

# HOODIES FOR THE HOLIDAYS

## HERE'S HOW TO PUT ON A HOODIE DRIVE

1. Identify and gather your Hoodie team – friends, colleagues, etc.
2. Determine your campaign timeframe. Drives should be completed by November 7.
3. Promote your Hoodie drive via email, social network, posters or other (be creative!). United Way has an online toolkit containing creative assets, flyers, social media images and more. Go to [bit.ly/Hoodies18Toolkit](http://bit.ly/Hoodies18Toolkit)
4. Try using a little collegial rivalry. Who will have school bragging rights in your group?
5. Set up a convenient collection location. It could be your workspace or a common area.
6. Drop off your hoodies at United Way's offices at 1250 Penn Avenue in The Strip by November 14.
7. Share your drive photos and success on social. Be sure to tag photos [@unitedwayswpa](https://twitter.com/unitedwayswpa) and use hashtag [#HoodiesForTheHolidays](https://twitter.com/HoodiesForTheHolidays)

## WHAT YOU'LL NEED FOR A SUCCESSFUL DRIVE

- Big boxes for collecting hoodies
- Volunteer name tags
- Promotional materials: Go to [bit.ly/Hoodies18Toolkit](http://bit.ly/Hoodies18Toolkit)
- Posters and signage

## ARE YOU UP FOR MORE?

Be sure to donate a NEW college hoodie yourself. Or donate online at: [app.mobilecause.com/vf/HOODIES18](http://app.mobilecause.com/vf/HOODIES18)

Just \$30 will provide one student in United Way's Be a Middle School Mentor program with a hoodie.

Save the date of November 28 to attend our Hoodie Wrap Party at Heinz Field. Kick-off the holiday season by mixing and mingling with other young professionals. Have fun and help inspire local kids.

QUESTIONS? Contact Robert Jackson at [Robert.Jackson@unitedwayswpa.org](mailto:Robert.Jackson@unitedwayswpa.org) or call 412.456.6863.

