



START A DRIVE AND SHOW THE PRIDE.

1. Identify and gather your team. They can be friends, colleagues or family.
2. Determine a timeframe for your campaign. Keep in mind that drives must be completed by the wrap party on November 20th.
3. Promote early and often. Use email, social networks, worksite posters, etc. Be creative! United Way has an online toolkit containing creative assets, flyers, images and more. Go to uwsdpa.org/Pull-On-The-Pride-Toolkit
4. Set up a convenient collection location. It could be your workspace or a common area.
5. Bring your new collected college or trade school hoodies to the Pull on the Pride Wrap Party on November 20th.
6. Take pictures of your drive and share them on social sites. Be sure to tag photos using @unitedwayswpa and use hashtag #PullOnThePride.

DONATE A COLLEGE HOODIE THAT THEY'LL BE PROUD TO WEAR.

Be sure it's NEW, HOODED, and with a COLLEGE or TRADE SCHOOL logo. *Don't forget to play up the college rivalry to fuel friendly competition!*



UNITED WAY'S

PULL ON THE PRIDE

WRAP PARTY

WEDNESDAY, NOVEMBER 20TH
HEINZ FIELD UPMC CLUB 5:30 – 8 PM

Kick-off the holiday season with other young professionals in a spirited, festive atmosphere. Play games, have fun and help give the gift of pride and warmth to local kids.

QUESTIONS? Call 412.456.6863 or contact Robert Jackson at Robert.Jackson@unitedwayswpa.org.

PRIDE ON THE OUTSIDE. WARM ON THE INSIDE.