

CAMPAIGN JAMIE



United Way of Anchorage

Who is Jamie?

Jamie is United Way's symbol for individuals creating positive change in the community and improving lives through philanthropy and volunteerism.

What is a Jamie Ambassador?

A Jamie Ambassador will incorporate Jamie into workplace campaign activities and events.

What materials will I receive as Jamie Ambassador?

- ✓ Campaign Jamies
- ✓ Social media toolkit
- ✓ Instagram @JamieLivesUnited sign

What will a Jamie Ambassador do?

- ✓ Take photos with Jamie and post on social media using the hashtags #LiveUnitedANC and #JamieLivesUnited
 - Tag @JamieLivesUnited on Instagram and @LiveUnitedANC on Facebook
- ✓ Handout Jamies to employees and bring to campaign events such as chili cook-offs, carnivals, etc.
 - Super-size your campaign event with "Big Jamie." Available upon request. Contact your Account Executive for more information.

Campaign Jamie is...

- ✓ On the move for community change
- ✓ Tackling our \$6M goal
- ✓ Kicking off campaign
- ✓ Bringing the campaign to the end zone
- ✓ Crossing our fundraising finish line

Sample Social Media Posts:

- ✓ We're kicking off our United Way of Anchorage campaign, and Jamie is bringing us across our fundraising finish line. @liveunitedanc #LiveUnitedANC #JamieLivesUnited
- ✓ United Way of Anchorage's Campaign Jamie is racing toward the \$6M fundraising goal! Join us at www.liveunitedanc.org. @liveunitedanc #LiveUnitedANC #JamieLivesUnited
- ✓ We're on the move with United Way of Anchorage and Campaign Jamie for community change. Join us as we race toward the fundraising goal at www.liveunitedanc.org. @liveunitedanc #LiveUnitedANC #JamieLivesUnited
- ✓ We're joining United Way of Anchorage and Jamie to bring our fundraising campaign all the way to the end zone. @liveunitedanc #LiveUnitedANC #JamieLivesUnited

