

# 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](http://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](http://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

