

UNDIES  EVERYONE

# VIRTUAL UNDIES DRIVE

## PROMOTE YOUR DRIVE

IT'S EASY TO PROMOTE YOUR  
DRIVE AND LET YOUR  
COMMUNITY KNOW YOU'RE  
COLLECTING UNDERWEAR

- + Like and follow Undies for Everyone on Facebook, Twitter, and Instagram
- + Email your friends and family about your drive using our sample email templates below
- + Personalize and send a press release to your local papers and TV stations

## LOGOS

The Undies for Everyone logo and name are under protection from copyright and cannot be used without the permission of the company. The logo and name may not be used in unapproved drives. The Undies for Everyone logo may not be distorted or altered in any way but size.

UNDIES   
EVERYONE

BLACK AND WHITE LOGO

UNDIES   
EVERYONE

COLOR LOGO

# SEND AN EMAIL

**SENDING AN EMAIL TO FAMILY, FRIENDS, AND COLLEAGUES IS AN EASY WAY TO PROMOTE YOUR VIRTUAL UNDERWEAR DRIVE. PROVIDED BELOW ARE SAMPLE EMAIL MESSAGES YOU MAY COPY, PASTE, AND PERSONALIZE TO YOUR LIKING.**

## GENERAL

### SUBJECT

Group Name is holding a virtual Undies for Everyone Drive!

Dear Family/Friends,

This year I'm (we're/group name) teaming up with Undies for Everyone to hold a virtual underwear drive and I (we/group name) need your help!

1. Donate underwear to my/our drive! During insert date range here, go to the UFE Wish List (insert link) and send undies for distribution to children in need. My/our group name's goal is to collect insert amount here underwear! Get all of the details here: insert your personal underwear drive page link.
2. Donate dollars! Donations to Undies for Everyone support their underwear drive program and outreach efforts. Every \$9 donated provides one child a year's worth of underwear! You can donate directly to my underwear drive and help me reach my goal of helping X people by clicking here: insert your personal underwear drive page link. You can also donate cash or by check during my/our underwear drive.

I/we hope you will support my/our virtual underwear drive and help me/us give something small but impactful to our neighbors in need. You can learn more about Undies for Everyone by visiting their website: undiesforeveryone.org.

Thank you for your consideration!

Sincerely,

## BUSINESS

### SUBJECT

Company Name is holding a virtual Undies for Everyone Drive!

Dear Co-workers/Family/Friends/Vendors:

This year, insert company name is teaming with Undies for Everyone to hold a virtual underwear drive. Our goal is to help X people by collecting X pairs of underwear and \$X! There are several ways you can support the drive and help insert company name meet our goals:

1. Donate underwear to our drive! During insert date range here, go to the UFE Wish List (insert link) and send undies for distribution to children in need. Get all of the details here: insert your personal underwear drive page link.
2. Donate dollars! Donations to Undies for Everyone support their underwear drive program and outreach efforts. Every \$9 donated provides one child a year's worth of underwear! You can donate directly to my underwear drive and help me reach my goal of helping X people by clicking here: insert your personal underwear drive page link. You can also donate cash or by check during my/our underwear drive.
3. Help us spread the word! There are millions of Americans who simply cannot afford to buy underwear. Please help us promote insert Company's name's drive on social media so that we can collect as many pairs of underwear and dollars as possible.

We hope you will support us and help us make this year's drive a huge success. Ultimately, we will be making a big impact in our local community by spreading underwear to our neighbors in need. You can learn more about Undies for Everyone by visiting their website: undiesforeveryone.org.

Thank you for your consideration!

Sincerely,