

# UNDIES EVERYONE

PROVIDING CHILDREN LIVING IN POVERTY OR CRISIS WITH NEW UNDERWEAR, RECOGNIZING THE IMPORTANCE OF THIS SMALL BASIC NEED AS A PART OF A CHILD'S INCREASED CHANCES OF LONG-TERM SUCCESS.

## MARKETING MATERIALS REQUEST

Images are crucial in helping Undies for Everyone fulfill its mission of distributing new underwear to children living in poverty. The images provided by your organization will be used on UFE's social media accounts, in print media and on UFE's website.

**Please send the following images to UFE by simply dropping the images into the following link:  
[www.undiesforeveryone/forms](http://www.undiesforeveryone/forms)**

### MOST CURRENT ORGANIZATION LOGO

- .PNG format or .JPEG format

### PHOTOGRAPHY (EXAMPLES ATTACHED)

The most helpful photography includes pictures with a sign, logo, or t-shirt from your organization. Ideas for effective photography include:

- Arrival or delivery of the donation
- Opening UFE boxes
- Distribution event (please do not include photos of children's faces)
- Holding bags of underwear under a sign with the name of your organization
- Group picture holding bags of underwear with organizational t-shirts

### COMMENTS, QUOTES, CAPTIONS

UFE uses quotes to help tell the story of why undies are so important to children in need. Ideas for effective comments:

- How this helps your community
- Have a remarkable story or an anecdote from a client
- Any narrative that can focus on the need or impact undies makes in someone life
- Quotes from kids

## UNDIES IS ALWAYS GRATEFUL FOR A SHOUT OUT FROM OUR PARTNERS

Find UFE logos at: [www.undiesforeveryone.org/about](http://www.undiesforeveryone.org/about)

To tag **Undies for Everyone** in social media, our current contacts are:

- [Undiesforeveryone.org](http://Undiesforeveryone.org)
- Facebook: <https://www.facebook.com/ufehouston/>
- Instagram: #undiesforeveryone
- Twitter: @Undies4Everyone