



- › Add United Way's 2-1-1 Awareness Month Facebook frame to your personal or corporate Facebook profile picture for the month of February.
- › Share our 2-1-1 video on any social media platform (Facebook, Twitter, Instagram or LinkedIn). Tag [@UnitedWaySEM](#) in your post.
- › Pass out 2-1-1 rack cards to your friends, family, neighbors and coworkers.
- › Hang 2-1-1 posters in corporate breakrooms or on resource bulletins.
- › Invite people to sign up to volunteer 211 minutes of service (about 3.5 hours).
  - Find volunteer opportunities at [UnitedWaySEM.org/volunteer](#).
  - Give volunteers a list of projects they can do in those 211 minutes.
  - Offer to send a 2-1-1 T-shirt or other swag to everyone who logs their hours or posts a video or photo of them doing service during the month of February.
- › Host an awareness event in February and drum up some excitement around that day.
  - Give out some awards to your favorite 2-1-1 heroes:
    - Individual volunteers.
    - Corporate employee donors.
    - Agencies or organizations 2-1-1 refers to often.
- › Ask employees for a \$2.11 (or \$211 or \$2,110) gift to support 2-1-1.
  - Or set a goal for 211 gifts of \$1,000 or 100 gifts of \$211.
  - Whatever the ask, incorporate 2-1-1 and make it for a specific purpose like handling all the sheltering calls this winter or all the food calls for seniors. Ask your Corporate Relations Director for assistance with messaging and goal-setting.
- › Invite local businesses or ask your partners/stores to donate \$2.11 of every sale of an item to 2-1-1 that day. For example, "Target will give \$2.11 of every sale today back to United Way's 2-1-1."
- › Ask schools and/or after school programs to have a special presentation about 2-1-1 during the month of February. This could include a coloring contest to color a page about 2-1-1.
  - For example, this is often done with 911 for fire safety.
  - For older students, have them create a PSA spot for 2-1-1.



United Way  
for Southeastern Michigan