Share United Way’s 2-1-1 Awareness Month graphics to your personal or corporate Facebook page during 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 a virtual awareness event in February
   - Give out awards to your favorite 2-1-1 heroes, like volunteers, donors or agencies
     2-1-1 refers to often:
       - Host a “live” volunteer event to pack basic needs DIY kits, or a viewing party for our “One Crisis Away” video.

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.