

Light The Way, Live United photos and videos

Video/photo direction: Shoot horizontally. Keep shot tight to waist up, unless it is a large group. Look directly into camera. Masked or unmasked, depending on situation.

VIDEO

Individuals (option 1) no Sign:

My name is _____.

I am _____ (self-identifiers - let them choose. Examples: A mother, a DTE employee, a community volunteer etc).

And I light the way.

Example: https://www.dropbox.com/sh/1oI5km2ou00hHPq/AACEoZQONOuR0bZi0-O_pYKOa?dl=0&preview=UW_Stelantis01925662.mp4

Individuals (option 2) with sign:

I LIVE UNITED _____ (Examples: To help students prepare for school. For a better future for my kids. Because I believe no one should go hungry, etc.)

Group (one option) no sign:

We are _____ (examples: DTE employees/volunteers) and we light the way!

https://www.dropbox.com/sh/1oI5km2ou00hHPq/AACEoZQONOuR0bZi0-O_pYKOa?dl=0&preview=UW_Stelantis01893418.mp4

PHOTO

Sign #1, 11x17 cardstock: I LIVE UNITED because... (write in their answer) _____

#LightTheWay

Co-branded example w/ Mark Stiers:



#GIVEUNITED because...
THE DTE/UWSEM
PARTNERSHIP IS MAKING
A DIFFERENCE
AFL-CIO United Way