



**CELEBRATING 16 YEARS SERVING MILITARY FAMILIES**

# HOW TO **PROMOTE YOUR PARTICIPATION** WITH **CUSTOMERS, COMMUNITY AND MEDIA**

Your commitment to being a GreenCare for Troops volunteer deserves recognition. Here are some suggestions on how to promote your participation.



## **Engage Your Employees**

Share the news with your employees via email or text, with signage in the breakroom, during company meetings or training sessions or in your email auto signatures.

## **Take Advantage of Social Media**

Like, follow and share posts from Project EverGreen's social media accounts or change your profile picture to the GCFT logo.



## **Update Your Website**

Place the GCFT logo on your home page or publish a blog post on your website with photos of your crews taking care of the lawns and yards of military families.

## **Promote To Your Community**

Share a press release with customers, local media and community groups you're involved with, add the GCFT logo to your marketing materials or request a complimentary GCFT truck sticker.



## **Nominate A Military Family**

Do you know a military family with a member who is deployed? Encourage them to call 888.611.2955 or visit [ProjectEverGreen.org](http://ProjectEverGreen.org) to register to receive service.