



CELEBRATING 14 YEARS SERVING MILITARY FAMILIES

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

Your commitment to being a SnowCare 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 SnowCare for Troops logo.



## Update Your Website

Place the SnowCare for Troops logo on your home page or publish a blog post on your website with photos of your crews plowing or deicing the driveway or sidewalks of a military family.

## Promote To Your Community

Share a press release with customers, local media and community groups you're involved with, add the SnowCare for Troops logo to your marketing materials or request a complimentary SnowCare for Troops 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 to register to receive service.

