



CELEBRATING 15 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.

