



- Created LIVE UNITED Fridays – during the summer Wrigley dismissed staff at 1:00 pm for summer Fridays. Each week, employees have the opportunity to volunteer at a different *Day of Caring* project. This is an effort to encourage year-round volunteerism within Wrigley.
- LIVE UNITED e-mail account – Wrigley created an e-mail account where employees can send in stories to answer the question of “How do you LIVE UNITED?”



- Created LIVE UNITED day where all employees and their families have the opportunity to volunteer. Since this day occurs on a bank holiday, Fifth Third will provide employees who participate with a “floating” holiday that can be used at a later date. LIVE UNITED Day is also on a school holiday so parents can bring their children.



- Lit up their building on June 20th with LIVE UNITED.

LIVE UNITED theme ideas



- Incorporated and featured. LIVE UNITED – Give, Advocate and Volunteer – into their campaign video.



- “Get in the Game. LIVE UNITED.”



- Using the LIVE UNITED theme in their year round communication. Melissa Cameron, Campaign Leader, wrote a story in her community newspaper on what it means to LIVE UNITED.