



# UNIONS POWER AMERICA

2022 Campaign Toolkit



# Campaign Overview

Union Plus is celebrating hardworking union families this Labor Day with our Unions Power America Contest and Sweepstakes. We'll be awarding \$185,000 in cash prizes to give back to the people who move our country forward.

This Labor Day campaign begins with a contest, encouraging union members to share stories of how they power their community and our nation. Following the contest, we'll host the sweepstakes, where folks can complete activities to increase their chances of winning.



# Campaign Details

## WHAT & WHEN

### Unions Power America Contest

Union members enter the contest by sharing a story of how they're powering America. Judges will award prizes to honor those who make a difference at work, at home or in their community. The contest takes place **Monday, July 18 through Monday, August 8.**

### Unions Power America Sweepstakes

Union members enter for a chance to win prizes, earning extra entries by completing fun activities. The sweepstakes takes place **Wednesday, August 10 through Monday, August 29.**

### Unions Power America Labor Day Celebration

Winners will be announced during our virtual Labor Day celebration on **Monday, September 5.**

## WHO

Current and retired union members in good standing with a union internationally affiliated with the AFL-CIO.

## WHERE

Visit [unionplus.click/laborday22](https://unionplus.click/laborday22) to enter the contest and sweepstakes.

## WHY

We're giving away cash prizes to celebrate union families this Labor Day!

### Unions Power America Contest

Grand prize of \$25,000  
First prize of \$20,000  
Second prize of \$15,000  
25 additional prizes of \$2,000

### Unions Power America Sweepstakes

Grand prize of \$50,000  
25 additional prizes of \$1,000

# FAQ's

## How do union members enter?

Go to [unionplus.click/laborday22](https://unionplus.click/laborday22). For the contest, members will enter their information and include an inspiring story of how they — or a union member they know — power America forward. For the sweepstakes, they will simply fill out the form to enter.



## How can members increase their chances of winning?

For the contest, your members can tell us how they (or whomever they're nominating) go above and beyond to make a difference. Their story can be about their work on the job or in their community. We want to know why they deserve to win — so they shouldn't be afraid to brag!

For the sweepstakes, members can complete all activities to earn extra entries and supercharge their chances of winning.

## How do I share the contest?

Spread the word about the Unions Power America Contest and Sweepstakes everywhere! Check out the included images and Word document for shareable email and social media content. You can also promote the campaign on your union's website and talk to union members directly.





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