



Concept: A Milwaukee based 1-day fundraising campaign for UNICEF for humanitarian aid.

When: Friday, March 25th

Who: Local radio, TV and print media as well as sports teams and concert venues have been invited to participate.

Goal: \$100,000 +

How Can YOU Help?

Air PSA's/promo's throughout the day directing people to <http://www.unicefusa.org/MKE>

Use OnMilwaukee provided digital ads on your website and social sites. Please link ads to <http://www.unicefusa.org/MKE> or share OnMilwaukee's social posts if that's easier. Per UNICEF guidelines we can not add our own logos where theirs is present.

TV- run a scroll across the bottom of the screen throughout the day and talk about MKE for Ukraine in newscasts directing viewers to <http://www.unicefusa.org/MKE>

TV/Radio- Encourage On-Air talent to wear blue/yellow or a blue/yellow ribbon and post to station and/or personal social media accounts

Outdoor- use provided creative on digital boards

Email your viewer/listener/reader/fan database with link to donate <http://www.unicefusa.org/MKE>

Email your client list encouraging them to share your social posts, match donations and email their customers to donate as well <http://www.unicefusa.org/MKE>

Venues- Please promote MKE for Ukraine on your marquee if you have one <http://www.unicefusa.org/MKE>

OnMilwaukee will:

- 1) Serve as liaison to the participating outlets
- 2) Serve as liaison to UNICEF
- 3) Create “MKE for Ukraine” logo/digital and social ads for all outlets to use
- 4) Lead social media efforts
- 5) Post article the week of March 21st, leading into the Big Day mentioning all participating outlets (additional related stories will run March 25th)
- 6) Run ROS ads March 25th
- 7) Post to all OnMilwaukee social media platforms March 25th
- 8) Reach out to client email database about matching donations and sharing social media posts
- 9) Include in Weekend Preview and Chaser emails
- 10) Encourage our writers to wear blue/yellow and post to OnMilwaukee and personal social media

