



## Publix Associate Appreciation Day Best Practices February 2020

Publix associates collectively create major impact for local United Ways within their 7-state footprint. Annually, we go the extra mile to express gratitude for all Publix associates. They truly LIVE UNITED by giving their time, talents and treasures to our local communities. Below are a few ideas of how we can say **THANK YOU!** **Please make sure all methods of appreciation are planned with Publix Coordinators.**

- Press release
- BoCC proclamation/resolution
- Billboard signage
- Social media platforms
  - Handle: @Publix
  - Hashtag: ##UWlovesPublix
- Commercials
- Breakfast or luncheon for Publix store managers, employee coordinators and AOLs
  - Special gift for store managers, employee coordinators and AOLs
  - Awards
- Leadership lapel pins with personal thank you notes
- Positive picketing/Pep rallies or flash mobs with United Way staff, board members, campaign cabinet and partner agencies
- Wear Publix green attire and “I love Publix” pin
- Goodie bag per coordinator. Treats could include United Way backpacks, water bottles, cookies, candy, etc.
  - ❖ “Thank You” posters for the break room
  - ❖ Table tents to be placed in break room for all Publix associates to enjoy
  - ❖ Balloons for break room
  - ❖ Treats for all Publix associates
  - ❖ Leadership lapel pins with personal thank you notes
  - ❖ “Thank You” stickers
- Wear Publix green attire and “I love Publix” pin

### **Stores:**

- Decorate shopping carts with signage and other celebratory items
- Partner agencies, local United Way staff, board members and other engaged United Way volunteers could visit local stores. This person would express gratitude to the employee coordinator(s) and leave goodies for all Publix associates
- Positive picketing with hand-held “Thank You” signs. The lead person from each group would express gratitude to the employee coordinator(s) and leave goodies for all Publix associates