



Workplace Flexibility: Ensuring Success for the 21st Century

A National Challenge for Business



PROMOTIONAL IDEAS

Thank you for joining the national workplace flexibility campaign! We appreciate your support of this important initiative. In this kit, you will find templates for materials that you can use to reach out to your members, communicate about this campaign to the press and interested parties, and share the variety of resources that exist on workplace flexibility.

Please feel free to:

- Tailor the **“dear colleague”** letter and send or e-mail it to your members, affiliates, and business partners across the country telling them about the workplace flexibility campaign and asking for their support;
- Tailor the **press release** template and distribute it with your logo and the Workplace Flexibility logo, announcing your support of the campaign;
- Give the **“How to Talk About Workplace Flexibility: Messaging”** page to your public affairs or press office so they can communicate information about this campaign to key audiences;
- Include the **Workplace Flexibility logo** on your website, and encourage your members to feature the Business Champion seal on their websites if they join the campaign;
- Add a link on your website to Corporate Voices’ page about the progress of the Workplace Flexibility Campaign: www.corporatevoices.org/our-work/flexcampaign;
- Use the **Technical Assistance Resources** to share practical guides and resources with your members;
- Include an article in your e-newsletter or print newsletter. Corporate Voices’ staff can help provide the language you need;
- Host a webinar for interested parties and constituents and invite Corporate Voices staff to speak about the Flexibility Campaign;

- Include workplace flexibility information in your annual conference program;
- Spread the word about the Flexibility Campaign on your organization's social media sites, like a blog, Facebook, or Twitter.

Have other creative ideas? Let us know by emailing ysiu@corporatevoices.org and we'll add them to this list!