

CLOTHES
THAT **WORK**
PROFESSIONAL DEVELOPMENT NEVER GOES OUT OF STYLE

MEN^{AT}**WORK**
2024

Information Guide

Thank you for supporting our 2024 Men At Work Virtual Campaign!

Campaign Overview and Details

We are excited to announce that this year we will be hosting our 10th Annual Men At Work Campaign! Men At Work is a peer-to-peer fundraising competition where Role Models campaign for votes to win the title of ***Clothes That Work's Ambassador of the Year***. This 3-week campaign begins on **Monday April 22, 2024**. Each week you will compete with other Role Models to win an award for the following categories:

1. The First Impressions Award (Week 1)
2. The Workplace Image Award (Week 2)
3. The Casually Cool Award (Week 3)

To complete your Role Model Profile for our fundraising website, you will be asked to answer a few questions and take a few photos that correlate with the weekly categories. This information and the photos will be available to help you with your campaign. Clothes That Work will also provide graphics and ideas for social media posts each week of the campaign.

Virtual Kick-Off Event- in person for role model and one guest

Monday, April 22nd 5:00-6:30 p.m.

We will be kicking off the campaign this year through a Facebook Live event where you and a guest are invited to attend in person. Watch for an email about the event location in the upcoming weeks. You will be introduced at the event by revealing your First Impressions photo and will give viewers a reason to vote for you during your brief interview. This will be a fun, interactive, and fast-paced event. It is critical you attend and/or participate online through comments and likes!

Virtual Campaign and Voting

April 22nd – May 13th

Online campaigning will take place on social media where you will encourage people to vote for you. Remember your photos and stories will change every week during the voting campaign. We will provide weekly reminders and social media tools to help you reach out to your network to solicit votes! Be sure to campaign beyond social media. We encourage you to email, call, or speak to individuals in-person to secure votes, as well. Each vote costs \$5.00 and all proceeds benefit Clothes That Work programs and services. Your family, friends, and colleagues can vote for you using our online platform.

Virtual Awards Event

May 13th 5:00-6:15 p.m.

The Final Awards Event will also be hosted virtually on Zoom. Role Models are encouraged to attend online to push for a last surge of voting. You will be live on screen for the entire event but will have individual time to let people know why you deserve their vote. We will have a lot of fun-filled interaction to keep you, your friends, and family entertained. We will be counting all final votes online that night and will reveal the top Role Models and announce our weekly winners, as well as the 2024 Ambassador of the Year!

Role Model Responsibilities

- Fill out and submit the Role Model Registration form by **Friday, March 29, 2024** (see the Role Model Registration Forms section)
- Schedule a date and time to come to Clothes That Work and have your photos taken (photoshoots will be held on April 4th, 5th, 6th, and 8th). We're located at **1133 S. Edwin C. Moses Blvd. Dayton, OH 45417. Please bring three outfits:**
 - First Impression: Interview appropriate attire for your particular job/industry
 - Workplace Image: Everyday work attire for your particular job/industry
 - Casually Cool: Weekend/favorite hobby attire (accessories and props are encouraged)
- Attend the **Virtual Kick-Off Event on Monday, April 22, 2024** and commit to making a big impression to launch your campaign for the **Men At Work Virtual Kick-Off Event!**
- Secure votes by reaching out to friends, family, and colleagues throughout the **online voting campaign**. Remember, this is the 10th Annual Men At Work event, so we are hoping that it will be our most successful campaign yet! We ask that you strive to garner at least **500 online votes (\$2,500) each towards our 2024 event goal of \$40,000!**
- Attend the Final Awards Virtual Ceremony on **Monday, May 13, 2024**, through our online event and vie for those final votes.

Role Model Registration Forms

If you're interested in being a Role Model for the 2024 Men At Work Virtual Campaign, please use the links to complete and submit all the following forms:

1. 2024 Men At Work Role Model Registration Form
Link: <https://forms.office.com/r/kWRgfEsKRc>
2. Schedule your Photoshoot for the 2024 Men At Work Virtual Campaign
Link: <https://www.signupgenius.com/go/805094EAEA929A2FC1-47938116-2024>

Questions or Concerns?

If you have any questions or concerns regarding the 2024 Men At Work Virtual Campaign, please email Asia Fuqua, Director of Marketing & Events: asia.fuqua@clothesthatwork.org