



Massachusetts

Dear PARTNER,

The United States Coast Guard Auxiliary in Massachusetts received a grant from the Humane Society to launch a Wear It! Campaign. Our goal is to encourage the 6.9 million residents of Massachusetts to wear their life vests and jackets this summer on the water.

But we can't do it alone. We're looking for partners who have direct access to folks on the water. You're someone with the influence to help keep people safe this summer.

Will you help us keep 6.9 million Massachusetts residents safe on the water this year?

Here's how you can help.

- 1. Lead by example and share our PSA (Public Service Announcement)** You can easily create a video of a key member of your organization wearing a life vest and saying "Life jackets save lives. Wear it and stay safe on the Massachusetts waterways." Share this video to your social media accounts and tag @USCGAUXMA or use the hashtag #wearitma.
- 2. Sponsor a hashtag** We'll be sharing facts and figures to our social media accounts within three main categories. We're looking for businesses to help us promote the posts and encourage sharing. Help align your business with a feel-good, impactful campaign this summer. Here are some ideas, but we're happy to off suggestions and ways to partner.
 - #Showusyourfloat to sponsor Floats for Floats -- offering coupons and gift cards to the most liked/commented photo of the week.
 - #TuesdayTip to sponsor weekly tips and offer gift cards for people uploading photos/videos of them in action using the tips.
 - #FloatFactFriday to sponsor and select a random winner based on user's comments/stories about their own boating experiences
- 3. Share our content on your social pages** Our goal is to reach as many residents who might be on the water as possible. By sharing our content, you'll help reinforce this important safety. Will you mention our Facebook, Instagram, and Twitter profile in a summer safety post? You can find us at Facebook.com/uscgauxma, Instagram.com/uscgauxma, and Twitter.com/uscgauxma
- 4. Host a Ready, Set, Wear It! Event with the USCGA.** See more details here: <https://safeboatingcampaign.com/news/rswi19-heres-whats-happening/> and get in touch with us if you're interested in partnering.

<https://www.facebook.com/uscgauxma/> • <https://twitter.com/uscgauxma>
<https://www.instagram.com/uscgauxma/>

We appreciate your help in spreading the word. Wear your life jacket or life vest and stay safe on the water!

Sincerely,
Craig Hall
President, Past Division Commanders Association
National Photo Corp
First District Northern | United States Coast Guard Auxiliary