



LIFT THE COMMUNITY DAY



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OVERVIEW



WHAT IS LIFT THE COMMUNITY DAY?

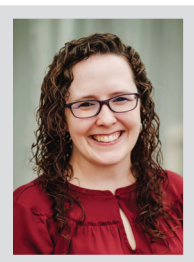
Lift the Community Day is not just another event on the calendar; it's a dedicated initiative designed to bring Toyota Material Handling's core purpose to life. Scheduled for the first week of July each year, this day is a powerful testament to our commitment to positively impacting the communities we serve.

WHY PARTICIPATE?

At Toyota Material Handling, we believe in more than just delivering cutting-edge material handling solutions; we believe in actively contributing to society in meaningful and lasting ways. Lift the Community Day is an opportunity for us to come together, engage our team, partners, and the broader community, and make a tangible and positive impact on the world around us.

JOIN US!

We invite you to participate in this impactful day. If you're passionate about making a positive change in your community and beyond, we want to hear from you. Your unique perspective and contributions can elevate the success of Lift the Community Day and our collaborative effort not only strengthens our relationships with local communities but also reinforces our collective commitment to making a difference. Together, we have the power to create lasting change and inspire others to join us in our mission.



HOW TO PARTICIPATE:

If you're interested in joining us for Lift the Community Day, contact Danielle Nickerson, Toyota Material Handling's Corporate Responsibility Manager at danielle.nickerson@toyotatmh.com or at 812.344.6317. She will guide you through all the details about the event, assist in connecting you with organizations making an impact in your area, and help troubleshoot any challenges you may encounter to ensure a successful event.

We are excited about the prospect of making a meaningful difference together!

ACTIVITIES YOUR DEALERSHIP COULD IMPLEMENT

As dealerships across the Toyota Network engage in their corporate social responsibility (CSR) journeys, it's essential to recognize that each dealer may find themselves at different points along this path. Whether your dealership is just beginning to explore community engagement or has established CSR initiatives in place, Lift the Community Day offers options suitable for any stage of this journey. With a diverse range of activities to choose from, dealers can tailor their participation to align with their current level of engagement and make a meaningful impact within their communities.



DONATION DRIVES:

Organize donation drives for essential items such as clothing, hygiene products, school supplies, or non-perishable food items. These donations can be distributed to local shelters, schools, or other organizations serving vulnerable populations.



EMPLOYEE BLOOD DRIVE:

Organize a blood drive with the American Red Cross. Blood donations are a critical need in many communities and can have a life-saving impact.



SOUND THE ALARM CAMPAIGN:

Organize a 'Sound the Alarm' campaign in partnership with the American Red Cross to install free smoke alarms in at-risk communities and help families create fire escape plans. This initiative can help save lives and reduce the risk of home fire-related injuries.



VOLUNTEER AT LOCAL CHARITIES:

Partner with local charities or non-profit organizations to organize volunteer opportunities such as serving meals at a homeless shelter, sorting donations at a food bank, or participating in a community cleanup.



EDUCATIONAL WORKSHOPS:

Host educational workshops focused on topics such as financial literacy, job readiness skills, or environmental sustainability. These workshops can be led by internal experts or guest speakers from the community.



ENVIRONMENTAL INITIATIVES:

Organize activities to support environmental sustainability, such as tree planting, recycling drives, or park cleanups. These initiatives not only benefit the environment but also foster a sense of community pride.

These activities can help create a meaningful impact during Lift the Community Day and demonstrate Toyota's commitment to making a positive difference in the communities it serves. It's important to note that this list is not all-inclusive of the options available. We encourage dealers to choose activities that align best with their area and employee base, ensuring maximum engagement and impact within their communities. By selecting activities that resonate locally, dealers can truly make a difference and showcase the spirit of Lift the Community Day.

SOCIAL MEDIA GUIDE

Join us in making a difference next July, for Lift the Community Day! Make an impact this summer by promoting your volunteer events on your dealership's social channels. Your participation will amplify our combined efforts. By sharing your events, you'll boost awareness and inspire others to join in on the fun. Together, let's lift up our communities and Help Carry the Load!

PAGES TO FOLLOW AND TAG:



@ToyotaForklift



@ToyotaForklift



@ToyotaForklift



@Toyota Material Handling

HASHTAGS TO USE:

#volunteer

#volunteering

#liftthecommunityday

#liftthecommunity

#toyota

#helpingpeoplecarrytheload

#giveback

SOCIAL MEDIA INSPIRATION

Ready, Set, Post! Use any of the pre-crafted messages, modify them to fit your dealership's plans and activities, or use them as inspiration to create some of your own.

BUILD EXCITEMENT BEFORE LIFT THE COMMUNITY DAY

Example 1: Only two weeks until #LifttheCommunityDay! We're excited to partner with (Organization Name 1, Organization Name 2, Organization Name 3) for our first volunteer event of the year! Let's make a difference together!

Example 2: Mark your calendars! Lift The Community Day is coming up soon, and we're excited to volunteer with some incredible organizations in our community.

Example 3: #LiftTheCommunityDay is just around the corner, and we're gearing up for a full day of #givingback. Together, we can make a difference.

SOCIAL POST EXAMPLES BY ACTIVITY

FOOD DRIVE:

Example: At (insert dealership name), we're helping fight hunger this #LiftTheCommunityDay. Every donation counts, no matter how big or small. Together, we can make sure no one goes hungry.

PARK CLEANUP:

Example: Today, we went to (insert park name) to plant trees and clean up debris to create a cleaner and more enjoyable space for everyone. At (insert dealership name), we believe that every small action makes a big difference in making our world a greener and cleaner place!

BLOOD DRIVE:

Example: In partnership with the @AmericanRedCross, we're hosting a blood drive on our campus! Join us on July 1, 2024, and donate blood to help those in need. Sign up now, and let's make a positive impact on our communities!

HOMELESS SHELTER SUPPORT:

Example: Extend a helpful hand to those in need! This Lift the Community Day, we enjoyed serving meals and providing support to individuals experiencing homelessness in our community.

TIPS & TRICKS

THINGS TO KEEP IN MIND

- ▶ Facebook and Instagram are the places to connect with friends and followers. Share engaging and visually appealing content that highlights your dealership's volunteering activities. Include photos and videos from the events to showcase the impact of your efforts.
- ▶ Encourage your followers and others at your dealership to get involved by creating events on Facebook. Use a clear call to action and outline enough details so it's easy for them to get involved.
- ▶ X is made for posting in the moment. Include photos and videos in your posts to make them more visually appealing and highlight your volunteer activities.
- ▶ If you're hosting an event at your dealership, consider posting live to provide real-time updates and engage with your audience as the event unfolds.
- ▶ Instagram and X utilize hashtags frequently in search. Be sure to use official hashtags to gain more visibility. Who knows, maybe Lift the Community Day will be trending!
- ▶ If you're using the same post across multiple platforms, double-check that any @tags are accurate (sometimes accounts have different names across platforms).
- ▶ Remember to tag partner organizations, volunteers, and participants in your posts to help increase visibility and engagement.
- ▶ Be sure to follow TMH on all social accounts. Tag us in posts about your Lift the Community Day events (we want to share them)! Feel free to share our posts too!



