

*Be One in a Million*



*Build Value While Doing Good*

GoodWeave® Marketing Toolkit



## One Million Benefits

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There are one million benefits of enhancing your partnership with GoodWeave and four key ways to do so: through visibility, events, communication and co-branding.

### Visibility

- Be profiled on our website, in press releases and in eNewsletters.
- Receive listing on our website's "store locator" where consumers, designers and others can find your retailers and showrooms through country, city and zip code searches.
- Tap an array of GoodWeave sales tools and marketing materials, including our beautiful photo library.

### Events

- Display GoodWeave brochures, banners and other collateral at your trade and showroom events.
- Collaborate with GoodWeave to get support for special events or fundraisers.
- Host *Faces of Freedom*, an emotionally powerful photo exhibition that comes with an entire kit for hosting your own event.

### Communication

- Place the GoodWeave logo on your website, blog, newsletter or social media.
- Subscribe to our eNewsletter and repurpose the content for your blog, newsletter or Facebook page.
- Receive talking points and training for your sales staff.
- Send our greeting cards to your clients as holiday wishes, customer follow-up or a thank you after a purchase.

### Co-branding

- Insert the GoodWeave logo into your ads, marketing materials, and other collateral.
- Advertise in prominent magazines such as *Elle Decor*, *Veranda*, *ASID ICON* and *Ocean Home* at deeply discounted rates.
- Order a GoodWeave banner that highlights your company's commitment to child-labor-free rugs for your showroom or trade shows.
- Maximize your affiliation with GoodWeave by becoming a Lead Sponsor or Industry Supporter.



## Get Started

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Below are some easy first steps you can take to gain value from your GoodWeave partnership.

### Visibility

UPDATE us with your information at [Partnership@GoodWeave.org](mailto:Partnership@GoodWeave.org) or 202-234-9050 so we can profile you on our website. (See page 2.2)

DISPLAY the GoodWeave decal on the glass door or window of your office or showroom. (2.4)

PLACE the red point-of-sale brochure where your clients can read it. (2.4)

PRESENT emotionally powerful images from GoodWeave's photo library in your collateral. (2.4)

### Events

ORGANIZE a special event or fundraiser in your showroom. (3.2)

REQUEST GoodWeave brochures, banners and other collateral for your trade show booth. (3.3)

PLAN a *Faces of Freedom* event using the exhibition toolkit. (3.4)

### Communication

FOLLOW GoodWeave on Twitter and share postings on Facebook. (4.2)

SUBSCRIBE to our eNewsletter and repurpose the content for your blog, newsletter, or Facebook page. (4.2)

TEACH your staff the Sales Talking Points so they can explain to clients the meaning of the GoodWeave label. (4.5)

### Co-branding

ADD the GoodWeave logo and language to your website and link to GoodWeave's website. (4.3)

CONTACT us about opportunities to participate in co-branded advertising. (5.2)

ORDER a customized banner to display in your showroom or at trade shows. (5.3)