



## Showrooms & Retailers: Get Involved in the GoodWeave® *One in a Million* Campaign

### In the showroom

- Distribute GoodWeave's *One in a Million* brochure to any client considering a GoodWeave certified rug.
- Print, mount and display photos from the *Faces of Freedom* collection, featuring children assisted by GoodWeave. (Visit [www.facesoffreedom.goodweave.org](http://www.facesoffreedom.goodweave.org) to see the collection.)
- Distribute a "Certificate of Origin" to each client who purchases a rug.
- Post a GoodWeave decal to your showroom window.
- Distribute GoodWeave's sales talking points to all staff who interact with clients.
- Consider carrying a new line of GoodWeave certified products from among nearly 80 North American rug companies now licensed with GoodWeave.

### Events

- Hold a GoodWeave benefit or informational event.
- Show GoodWeave's campaign video in the showroom or as a stand-alone event.
- Invite one of your GoodWeave vendors to speak about their company, rug making, and participation in the GoodWeave program to customers and prospects.

### Co-branded advertising

- Use the GoodWeave tagline and logo in all of your collateral materials and advertising.
- Place GoodWeave's *One in a Million* ad (available in a variety of sizes) in your company newsletter.

### Website

- Place the GoodWeave logo, tagline and link to the footer on your website.
- Run GoodWeave's *One in a Million* banner ad on your site.
- Add a section to your website on GoodWeave, to include photos, stories and other content about the GoodWeave certification.
- Maximize your exposure by linking back to your personalized profile on GoodWeave.org. (*Available to GoodWeave Lead Sponsors.*)
- Connect with GoodWeave on Twitter and Facebook, and encourage your followers to do the same.

### Direct mail

- Include "About GoodWeave Certification" copy in mailings to your prospects.
- Send the limited edition GoodWeave holiday cards as a donation gift to your top clients. (*Available to GoodWeave Lead Sponsors.*)