



Photo: Tom Simon



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EMPLOYERS' TOOLKIT



orangecountylivingwage.org
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PAYING A LIVING WAGE ...

... pulls working families out of poverty.

... improves the bottom line of a business by improving the morale and productivity of its workers.

... boosts the local economy, since extra dollars earned means extra dollars spent near home.



"Our team is the heart and soul of the company. Every single person plays a valued role in making Brandwein's go. So, creating a safe, respectful, and fulfilling environment is essential. Culture is everything and, when backed by recognition of the value of the work through the financial support of a living wage, we tangibly demonstrate that we are fully behind our team."

Alex Brandwein
 Brandwein's Bagels

Spread the Word About Your Business/Org Being Living Wage Certified!

SAMPLE SOCIAL MEDIA POSTS/ NEWSLETTER BLURBS

- Did you know? We're living wage certified through @orangecountylivingwage! We are proud to be among the 270+ employers on the current roster, who employ more than 9,000 people in Orange County. See the full list of local living wage employers at orangecountylivingwage.org. To sustain this movement, please give living wage employers your business and express your gratitude at every opportunity!
- We're proud to be a certified living wage employer through @orangecountylivingwage. The nonprofit recognizes local businesses and organizations who pay the 2023 living wage of \$16.60 per hour, or \$15.10 per hour if the employer pays at least half the cost of health insurance.
- We're proud to be a certified living wage employer through @orangecountylivingwage - our stellar team deserves proper compensation for the excellent work that they do! Collectively, local living wage employers have raised wages by more than \$2.8 million for workers since Orange County Living Wage was formed in 2015.
- We recently recertified as a living wage employer through @orangecountylivingwage. Here's what our CEO has to say about the importance of being a positive change maker in our local economy: *[insert quote from your organization's leader]*

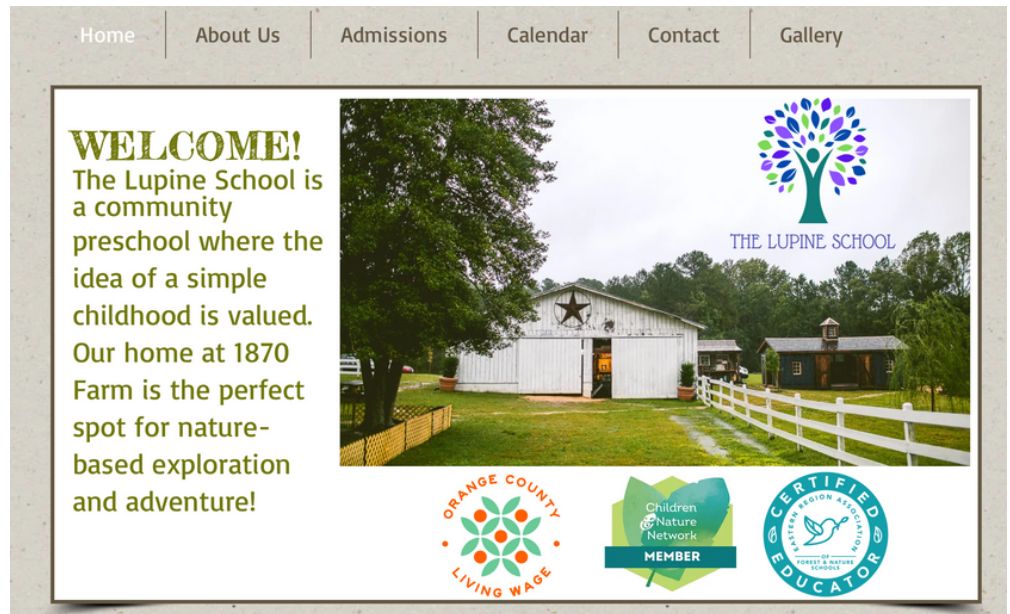
Spread the Word About Your Business/Org Being Living Wage Certified!

We encourage you to include our logo on your website and explain a bit about why your living wage certification is important to you and your team.

Here are some great examples:



LUPINE SCHOOL



LANTERN

Lantern is proud to be a certified Orange County Living Wage Employer.



LOCAL MEANS LOCAL

ORANGE COUNTY LIVING-WAGE CERTIFIED

Open Door Policy is your local expert for garage door installations, maintenance, and repairs! We are a small business who is proud to be part of the Chapel Hill / Carrboro communities. Our mission is to ensure our neighbors and surrounding areas have garage doors that are safely working and visually appealing.

One of the ways we accomplish this goal is by maintaining our Orange County Living-Wage Certification. Sustaining our employees' financial welfare leads to higher levels of productivity and the best quality of work in town. Thanks to our **Living-Wage paid employees** our reputation of excellent customer service is unmatched!



OPEN DOOR POLICY

GLASSHALFULL

Glasshalfull has been involved with Orange County Living Wage since 2016 when we were certified as a Living Wage Employer. Our lowest starting hourly wage at Glasshalfull is \$16 an hour, topping out at \$30. We care about all of our employees, and we pay our service employees a real living wage.



INCLUDE YOUR CERTIFICATION IN YOUR EMAIL SIGNATURES

New Message

Recipients

Subject

NAME
TITLE
PHONE NUMBER



We're proud to be certified as a living wage employer by Orange County Living Wage!

Need help?

Email andrea@orangecountylivingwage.org

GET IN TOUCH

We encourage you to share your news with us. One of our central goals is to connect members of the community to living wage employers and inspire them to support those businesses and organizations. So drop us a line when you are hosting a special event, offering a sale, receiving an award, seeking new employees, expanding your organization, celebrating a milestone, etc. We will amplify your message when you email us at andrea@orangecountylivingwage.org.

You can also get in touch to brainstorm other marketing ideas. We're here to help!

And be sure to let employees know about your certification so they can celebrate this distinction. **Reach out to us if you would like to request extra storefront decals or car magnets featuring our logo.**

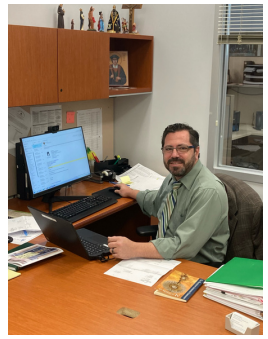


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KEY LINKS

OCLW [website](#)

OCLW [job board](#)

OCLW [email list](#)

OCLW [logo](#)

OCLW [2023 fact sheet](#)

OCLW [Facebook](#)

OCLW [Twitter](#)

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