



**GAF Community
Contractor Program**

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Contractor**

Differentiate your business by participating in the GAF Community Contractor Program.

The GAF Community Contractor Program offers contractors certified by GAF the unique opportunity to transform your community and grow your business in the following ways:

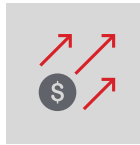
GAF

Community Contractor



Build Brand Awareness

Giving back to your community sets you apart from your competition and improves your reputation.



Grow Your Business

81% of Millennials prefer doing business with companies that care about their communities.

(Chief Executives for Corporate Purpose)



Attract and retain customers

65% of consumers want businesses to take a stand on issues that are important to them.

(Carol Cone on Purpose)



Improve Employee Engagement

99% of employees who work at companies with a strong sense of purpose say they're more inspired, motivated and loyal.

(Harvard Business School online)

LEARN MORE

Terms and restrictions apply. Scan the code to learn how to participate in the **GAF Community Contractor Program**



GAF Habitat for Humanity Program

By partnering with your local Habitat for Humanity affiliate to install GAF roofs for decent and affordable homes, you're able to show your community that you are invested in the well being of your neighbors.



GAF Disaster Resiliency Program

GAF in partnership with SBP, a nonprofit expert in disaster preparedness, has developed an on-demand webinar which will provide you with step by step instructions on how to educate and equip your customers to be ready for the next disaster that may come their way.



GAF Affordable Housing Reroof Program

GAF now offers you the unique opportunity to partner with local 501(c)(3) nonprofit organizations of your choice in support of community members in need of a roof repair, rehab or replacement.



GAF Roofs for Heroes Program

This program offers you the opportunity to support your community heroes serving on the front lines. Work with a local 501(c)(3) organization on a roof repair, rehab or replacement on a roof with demonstrable need for a local community hero and GAF will donate shingles to the project.



By participating in the GAF Community Contractor initiative, you are making a positive difference in your community. Here are ways to garner attention for your project - before, during and after your community event.

Leading Up to Event:

- **Generate Buzz:** donating labor to your community event is a big deal so talk about it.
 - *Engage your employees on the project*
 - *Reach out to GAF (GAFCommunityContractor@gaf.com) and your Territory Manager so we can amplify your story*
 - *Post your story on Social Media - this is a powerful way to promote your work in your community*
- **Highlight Your Participation:** A variety of promotional items like shirts and signs will be available for purchase [here](#) to help you identify projects you are working on through the program.
- **Inform Local Media:** share your story with local media

Day of Event:

- Celebrate your employees and community volunteers
- Bring your promotional items on site the day of your event
- Capture video and photos to post on social media
- Tag GAF to ensure we see your post and have the opportunity to engage and/or amplify your story.
 - *Instagram/Twitter: [@gafroofing](#)*
 - *Facebook: [@GAF - Roofing](#)*
 - *LinkedIn: [@GAF](#)*

Post Event:

- Use your Social Media channels to spotlight your completed project and thank all those involved
- Incorporate your photos / videos on your website

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