



Lotsa Helping Hands
create community

Nonprofit Partner Marketing Tool Kit

www.lotsahelpinghands.com

November 2012

Welcome to Lotsa Helping Hands!

We are thrilled to have your organization join our growing list of partners. Here at Lotsa, our mission is to power online Communities that help restore health and balance to a caregiver's life. Our service brings caregivers and volunteers together online to organize help when a family is going through a tough time. Often, the volunteers who want to help want education and resources, too. That's why we are so pleased to be working with your organization to provide this service to your audience and give them additional resources, right at their fingertips.

For us to achieve our mission, we need to ensure that the service gets into the helping hands of those who want to support others during times of need. We know that caregivers and volunteers are an important part of your constituency. We also know you are busy, with competing demands on your time.

We've created this Marketing Toolkit to help you promote Lotsa Helping Hands to those you serve. We've also included specific information related to a campaign we launched called The Year of Helping Hands – a national effort that encourages everyone to make a promise to help a caregiver in 2013.

The Toolkit is divided into two sections: materials that you can use year round to highlight your involvement with Lotsa Helping Hands as well as campaign-specific messages.

Please contact marketing@lotsahelpinghands.com if you have any questions, and we look forward to working together to ensure that caregivers in our country receive help.

Thank you for all that you do.



Brooks Kenny
Chief Marketing Officer

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Reminder:

If you have your own version of Lotsa Helping Hands, be sure to use your own unique URL (e.g., www.partnername.lotsahelpinghands.com) and include the phrase 'powered by Lotsa Helping Hands' in all promotions.

If your organization does not currently have a co-branded or branded version of Lotsa Helping Hands, simply link to our main website at www.lotsahelpinghands.com

Part One

General Lotsa Helping Hands Materials



Part One: Key Messages

IN THIS SECTION YOU WILL FIND SAMPLE KEY MESSAGES that we use to describe Lotsa Helping Hands. While these messages are standard to Lotsa, they can be customized to meet the specific needs of your organization. Partners are encouraged to familiarize staff and volunteers with the key messages describing the Lotsa Helping Hands service and consider adapting them for use in your existing communications including:

- Meetings with staff and volunteers
- Website promotions
- Email promotions
- Social media

VISION

A world where everyone can give and receive help through the power of community.

MISSION

Lotsa Helping Hands powers online caring Communities that help restore health and balance to caregivers' lives.

The service brings together caregivers and volunteers through online Communities that organize daily life during times of medical crisis or caregiver exhaustion in neighborhoods and communities worldwide. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need.

TAGLINE

Create Community

BOILERPLATE (RELEASES)

About Lotsa Helping Hands

Lotsa Helping Hands powers Private and Open online caring communities that help restore health and balance to caregivers' lives. More than 65 million people serve as caregivers for aging loved ones and those with chronic disease or disability. The free service brings together caregivers and volunteers through online communities that organize daily life during times of medical crisis or caregiver exhaustion in neighborhoods and communities worldwide.



Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need. To date, nearly 1.3 million members have lent a hand through a Lotsa Helping Hands community and more than 50 national nonprofit organizations partner with Lotsa to support caregivers. For more information about Lotsa Helping Hands, visit www.lotsahelpinghands.com.

KEY MESSAGES

Below are overarching messaging specific to Lotsa Helping Hands. They should be relevant to all audiences and stakeholders, and each may be a stand-alone message or be incorporated into marketing materials, online and in press materials.

Lotsa Helping Hands

1. Lotsa Helping Hands powers online caring Communities that help restore health and balance to caregivers' lives.
2. Lotsa Helping Hands brings together caregivers and volunteers through free online Communities that help organize daily life during times of medical crisis or caregiver exhaustion in neighborhoods and communities worldwide. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need.
3. Lotsa is where caregivers and volunteers come together to organize help during times of medical crisis or caregiver exhaustion.
4. With Lotsa, caregivers benefit from the gifts of much needed real-life help, emotional support, and peace of mind while volunteers find meaning in giving back to those in need.
5. It's often said that it takes a village to raise a child, and at Lotsa, we believe it takes a Community to support the caregiver.
6. Lotsa Helping Hands offers both Private and Open Communities. Private Communities empower a caregiver's family, friends, neighbors and colleagues – what we call their “circles of community” to come together to provide support and help to the caregiver and family. Open Communities are created in local towns or neighborhoods, providing a place for caregivers to go to request help as well as for volunteers to offer help and lend a hand. Many towns and neighborhoods use the Open Community option to create a network of willing volunteers ready to mobilize when help is needed.
7. Lotsa's network of caregivers and volunteers is more than one million strong – and growing.
8. Lotsa Helping Hands offers free tools designed to make life easier for caregivers and volunteers such as secure online Private and Open Community web sites, the caregiver-focused help Calendar, community building features that bring emotional support to the family and content resources to help caregivers in their journey.



About Caregiving

1. Today, there are more than 65 million people who care for aging loved ones or those with chronic disease or disability. And while it is expected that this number will continue to grow given our aging population, not all caregivers identify themselves as caregivers.
2. Caregivers cost and save the industry money. They cost the industry money because they are more susceptible to heart disease, diabetes and depression yet they save the industry money as they provide 80 percent of the unpaid care to their loved one.
3. Caregivers in our country manage their loved one's care, are often the primary source of communication to family members, and serve as the glue to their loved one's social circles. They are masters at organization, taking care of medical appointments, household responsibilities, and their own work duties.
4. Despite the numbers, most caregivers report that they feel isolated and alone. And most find it hard to ask for help. Caregiving often comes about without much warning and creates disruption and turmoil in a family.
5. Caregiving is an extra job that few are prepared for. Lotsa Helping Hands provides the tools to do that job.
6. At Lotsa Helping Hands, we understand the needs of caregivers. We know that they need help to manage all of their responsibilities. Imagine a world where everyone can give and receive help through the power of community.
7. At some point in our lives, most of us become caregivers. Some will care for an elderly parent, others a sick child or a friend. They will give their time and their care. Some will help for days, others months, and many for years. And while they help their loved one, they will continue to work, raise their family, do laundry, pay bills, cook dinner, help with homework, mow the lawn, and maintain friendships. And, they will need a break, a time out, a few moments to catch their breath. They will need a way to organize and coordinate and keep their loved ones informed. And they will need to raise their hand to ask for help and have a way to manage it.

Lotsa Helping Hands Features & Tools

Overarching

1. Lotsa Helping Hands offers the most robust and easy-to-use tools and services available today to make life easier for caregivers, volunteers and those in need.

Specific Descriptions

- a. **Calendar:** Our easy to use help Calendar enables Members to schedule and sign up for tasks that provide respite for the caregiver including meals for the family, rides to medical appointments, and visits. Coordinators can post tasks that require help so volunteers can easily see what's needed. Regular reminders are sent to volunteers so that no one forgets their commitments.



- b. Community Building Features:** We understand that Members spend a lot of time in their Lotsa Communities so we've made our Community web sites easy to use and even easier to customize. Members can communicate with one another through Message Boards, post personal blogs, share photos, and send Well Wishes to the family.
- c. Custom Sections:** A powerful and efficient tool for caregivers, Custom Sections add a little something extra to your Community. Add a 'Donate' tab or a section for special recipes or a personal blog.
- d. Photo Gallery:** Your Photo Gallery in your Lotsa Community is the perfect place to share invaluable snapshots along your caregiving journey. Post or view personal photos in your Community and share a memory or milestone.
- e. Message Boards:** The Message Board is the best place to connect and keep up with members of your Community. Both Members and Coordinators can post anything they wish to share, or comment on a post and start a conversation.
- f. Well Wishes:** The soul of your caring Community, Well Wishes is the place to drop a line to say hello, post a prayer or let the family you are helping know that you're thinking about them.
- g. Calendar Notes:** Need to keep track of important dates or milestones? Add notes to your calendar to remind everyone of the important dates that you simply don't want to forget such as birthdays, anniversaries and more.
- h. Events:** Organize items in your help Calendar into Events. Easily coordinate events that require multiple volunteers or that span many days, such as a Fundraiser or clean-up day. Organizing, scheduling and volunteering has never been easier!
- i. Vital Information Feature:** Keep important information in one place. Use the Vital Information section to store details about medications, doctors, allergies, insurance, and anything else safely and securely. The Coordinator can make this information available to the entire Community or to select Members, such as the immediate family.
- j. Groups and Permissions:** For easier organization and enhanced privacy, put select Members into one group and adjust their privacy and permissions. Individual Members and/or Groups of Members may be granted different permissions for viewing and signing up for specific Activities, as well as permissions for viewing and posting to various Community Sections. Stay organized in your Community by sharing the right stuff with the right people.
- k. Open Communities:** Capture the power of your Community. Create or find an Open Community in a local town or neighborhood where people who need help can ask for it, and those who want to volunteer can jump in and offer their helping hands. Ask for help, volunteer, make a difference.



Service & Volunteerism

Private

1. Our Private Communities are designed to organize a caregiver's personal network of friends, family, neighbors and colleagues to assist them with the daily tasks that become a challenge during times of medical crisis or caregiver exhaustion. So often, when news of a medical diagnosis hits, the caregiver is overwhelmed by the well-meaning question, "what can I do to help?" And, close friends and family are eager to do something but are uncertain how to get organized or what help would be most appreciated. Lotsa Helping Hands provides the answer to that question.
2. It isn't uncommon for caregivers, to be overwhelmed by the question "what can I do to help?" Usually the answer is "I'm so overwhelmed, I don't even know where to begin to tell you how to help!" But even in the best situations where help is provided, caregivers often find multiple meals on their doorstep, have dozens of phone calls to return, and find themselves juggling the needs of the other members of the family as well as the offers of assistance. Lotsa Helping Hands is the solution, providing the needed organization, maximizing available resources, time, and help.

Open

1. Open Communities are often created in towns or neighborhoods, providing a place for caregivers to go to request help as well as for volunteers to offer help and lend a hand. Many towns and neighborhoods use the Open Community feature to create a network of willing volunteers ready to mobilize when help is needed.
2. Community organizers create an Open Community at Lotsa Helping Hands (e.g., Helping Hands of Springfield) and invite volunteers to sign up to help.
3. Consistent with our overall vision, we are launching new features that bring together interested volunteers in towns and neighborhoods to organize help for multiple people in one Lotsa Helping Hands Community, where they live.

Calls to Action

1. What happens when caregivers and volunteers get the support they so desperately need? Community grows. More people help. Connections are made. Caring communities form. Those in need are well taken care of. Helping hands abound.
2. Do you know someone who needs help? Let Lotsa Helping Hands help power your caring community.



Part One: Sample Social Media Messages

IN THIS SECTION YOU WILL FIND SAMPLE SOCIAL MEDIA MESSAGES that can be used on Facebook and Twitter to promote the service. How to use this tool: consider including a link to Lotsa Helping Hands (or your own version of it) via social media once a week. Here are several messages to get you started that can be customized for the appropriate voice you wish to portray.

Get Social With Us!



facebook.com/lotsahelpinghands



pinterest.com/lotsahelping



twitter.com/lotsahelping



linkedin.com/company/lotsa-helping-hands

TWITTER

Our friends at @lotsahelping power online caring Communities that help restore health and balance to caregivers' lives. www.lotsahelpinghands.com

Are you looking for a way to organize help? Lotsa Helping Hands lets you schedule and sign up for tasks to help the family caregiver. www.lotsahelpinghands.com

(Partner Specific) Our organization is pleased to provide Lotsa Helping Hands to our constituents. Create a community or learn more at www.lotsahelpinghands.com

FACEBOOK

Whether you're a caregiver, or a friend offering a helping hand to a neighbor who is caring for a loved one, Lotsa Helping Hands provides informational webinars just for you. www.lotsahelpinghands.com/webinar

Are you familiar with Lotsa Helping Hands? The free service powers online caring communities that help restore health and balance to caregivers' live. www.lotsahelpinghands.com

We've teamed up with Lotsa Helping Hands to give caregivers even more respite and relief. If you know a caregiver who could use a helping hand, create a Community for them today at www.lotsahelpinghands.com

Do you know someone who could benefit from some extra help as they care for their loved one? We think Lotsa Helping Hands might be just what you need. www.lotsahelpinghands.com

(Partner Specific) Our organization is pleased to provide Lotsa Helping Hands to our constituents. Create a community or learn more at www.lotsahelpinghands.com



Part One: Sample Copy for Website

IN THIS SECTION YOU WILL FIND SAMPLE COPY FOR YOUR WEBSITE to promote the Lotsa Helping Hands service. Partners are encouraged to add their own information that is relevant to your audience.

ABOUT LOTSA HELPING HANDS

Lotsa Helping Hands offers free tools designed to make life easier for caregivers and volunteers. The hallmark of the service is the caregiver-focused help Calendar, which enables members to schedule and sign up for tasks that provide respite for the caregiver including meals for the family, rides to medical appointments, and visits. Members can also communicate with one another through message boards, post personal blogs, share photos, and send well wishes to the family. And Coordinators can safely store and retrieve vital information for the family – from medical and health records to financial and legal documents. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need. Learn more or create a Community for someone you love today.

Short Descriptions:

Free tools designed to make life easier for caregivers and volunteers. Easily coordinate activities and find volunteer opportunities with a caregiver-focused help Calendar, message boards, blogs and more.

OR

Create free private online Communities to organize support for caregivers, friends and colleagues. Easily coordinate activities and find volunteer opportunities with a caregiver-focused help Calendar.



Part One: Sample Email Message

IN THIS SECTION YOU WILL FIND A SAMPLE EMAIL MESSAGE that can be used to educate your audience about Lotsa Helping Hands.

Subject: Create a Community with Lotsa Helping Hands

Dear Friend,

We are pleased to share with you a resource called Lotsa Helping Hands.

Lotsa Helping Hands provides a simple, immediate way for friends, family, and neighbors to help one another during times of need. Create a private, online Community to organize daily life during times of medical crisis or caregiver exhaustion. The help Calendar makes it easy to organize helpers, where everyone can pitch in with meals delivery, rides, and other tasks necessary for life to run smoothly during times of need. The service also includes Community Building features to promote emotional support, and a Vital Information section that provides a safe and practical way to keep track of medical records as well as financial and health information. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need.

We hope you find this organization helpful. To learn more, visit lotsahelpinghands.com (or partner.lotsahelpinghands.com)



Part One: Guest Blogs

IN THIS SECTION YOU WILL FIND TWO SAMPLE CAREGIVING BLOGS that you are welcome to use on your own websites and blogs, with appropriate reference to Lotsa Helping Hands and the relevant author.

BLOG ONE:

Caregiving and the Power of Community

By Hal Chapel, CEO and Co-Founder of Lotsa Helping Hands

At Lotsa Helping Hands, we are committed to shedding light on the needs of caregivers across our country. At some point in our lives, most of us will become caregivers. But the truth is, most of those who care for a loved one do not even consider themselves caregivers.

65 Million Caregivers

Over 65 million parents, children, grandparents, sisters, brothers, partners, friends, and neighbors silently go about their busy daily lives while also caring for a loved one facing a medical crisis, continuing long-term care, or simply aging in place.

Regardless of where you stand on the government's role in healthcare, I think we all agree that there will never be enough money to support these 65 million caregivers who ensure their loved ones get the medical attention, nutrition and rest that they need – not to mention the emotional and physical support that results in better and speedier outcomes.

Who Supports the Caregivers?

Who takes care of these caregivers? Who provides the lost financial resources when their loved one loses his or her income – or when the caregiver must take off from work in order to tend to their loved ones' needs? Who takes care of the daily household needs when there is suddenly a medical crisis? Who provides food for the children, helps them with homework, drives them to after school activities? Who offers respite to these caregivers when they feel isolated, trapped, guilty, and hopeless?

We've grown up with images from the past when family lived nearby and friends and neighbors felt an unquestioned responsibility to help each other out. Today, you're more likely to correspond with someone via email than run into him or her at the mailbox. Yet here at Lotsa Helping Hands we are profoundly inspired from witnessing the willingness of people all around us to offer help to those in their community who need it. Whether that community consists of the family's circle of family members, friends, and colleagues or their broader community of religious members, neighbors, and townspeople, there has been a cultural shift in how we support one another – from teenagers and young adults committed to public service, to aging boomers and retirees ready to offer their experience, wisdom, and time.



The Power of Community

Ultimately, each of us is not an island. We grow through our connections with others, and we will continue to survive and thrive because of folks who come together, “in community”, to help one another. The most amazing thing is that those providing help often report getting more from the experience than those receiving it.

At Lotsa Helping Hands, we envision a world where, through community, everyone who needs help receives it, and everyone who wants to lend a hand can. That’s why we are launching our blog – each week we’ll be sharing insights from our own team, stories of caring communities here at Lotsa, as well as special guest posts from our partners and bloggers in the caregiving world. Look to our blog to get at the heart of what Lotsa is about: peace of mind, support, and community. And we’ll look to you to comment, share and keep the conversation going.



BLOG TWO:**4 Tips for Offering Help to a Caregiver**

By Brooks Kenny, Chief Marketing Officer and on the Founding Team of Lotsa Helping Hands

At Lotsa Helping Hands, we're often asked what is the best way to help our friends, neighbors and loved ones as they deal with caring for a loved one in a time of need. It is such an important question to ask because so often, in our earnest desire to help a loved one caring for someone, our first question is, 'what can I do to help?' It is a heartfelt question but can also leave the family overwhelmed. Chances are they receive many well-meaning offers, and find it difficult to answer the question and organize the many offers they receive. Here are some specific tips to consider.

- 1. Be specific.** Go beyond asking 'what can I do to help?' and offer something specific. For example, "how about I bring you a meal on Tuesday evening – I'll drop it on your doorstep between 5 and 6 pm, does that work for you?" or, "let me take Sean to soccer practice this Saturday so you can get some rest."
- 2. Be the messenger.** When facing a diagnosis and treatment regimen, families are often coping with the need to keep loved ones informed about what's happening. Offer to keep the family's friends and loved ones updated on how everyone is doing, reducing the caregivers' responsibility for responding to the many emails, texts and voicemails they receive from those who are concerned.
- 3. Put yourself in their shoes.** Imagine what it might feel like to you if your world was turned upside down with a medical crisis. If you were the caregiver juggling household responsibilities, work, and your loved one's diagnosis, what would you need? Think about what might feel good to you and offer it. Consider providing the caregiver with a guilt free break from their responsibilities or support with researching the latest information about their loved one's diagnosis.
- 4. Build a community of helping hands.** Finally, if you find yourself witness to a caregiver and family coping with a medical crisis, consider creating a community of helping hands to ease the burden. You can create a Community of support at Lotsa Helping Hands.

Learn more or create a Community for someone you love today at www.lotsahelpinghands.com



Part One: Newsletter Article

IN THIS SECTION YOU WILL FIND A SAMPLE NEWSLETTER ARTICLE that you are welcome to use in your newsletter or marketing materials.

“What Can I do to Help?”

It isn't uncommon for caregivers to be overwhelmed by the question “what can I do to help?” Usually the answer is “I'm so overwhelmed, I don't even know where to begin.” That's why we are partnering with a service called Lotsa Helping Hands — a free service that brings together caregivers and volunteers through private online Communities that organize daily life during times of medical crisis or caregiver exhaustion. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need.

Family and friends can use the help Calendar to post and sign up for tasks that bring respite to the family such as meals delivery, rides to medical appointments or help with child care. The Message Board feature allows members to post messages of support to the family. A Vital Information section allows you to easily and safely store important information for the family.

Families can post photos and journal entries to keep loved ones updated on medical matters and other aspects of their lives. It's a great way to update everyone at once, and saves time and energy for those who are living with **THE DISEASE YOUR ORGANIZATION ADVOCATES FOR**.

Anyone can create a Lotsa Helping Hands Community, to organize help for caregivers while caring for someone with **THE DISEASE YOUR ORGANIZATION ADVOCATES FOR**. These Communities are free, private and secure. To learn more, visit www.lotsahelpinghands.com



Part One: Flier

ON THE FOLLOWING PAGE YOU WILL FIND A FLIER ABOUT **LOTSA HELPING HANDS**. Consider linking to the flier via your web site or including in your social media outreach, or print out the flier to give to caregivers that you serve in person.





Lotsa Helping Hands
create community



HELP IS HERE. Help is our middle name – whether you need help or you want to provide help. You may be caring for an ill loved one, an aging parent, a child with special needs or a veteran. You may want to volunteer to help a friend or others in your neighborhood. However you define help – this is your home.



I Am a Caregiver

You are juggling the demands of caring for your loved one, but who is caring for you? Let us help you get the help you need.



I Want to Help a Loved One

You watch your friend or family member care for their loved one. You can give them the gift of help. Deliver a meal, organize visits, provide what they need so that they can care for their loved one.



I Want to Volunteer

Open Communities connect volunteers, like you, with caregivers and others who are in need. Join hands with us today through one of our Open Communities and help us care for those in need.

Visit www.lotsahelpinghands.com to get started. It's free and easy.

LOTSA HELPING HANDS powers online caring Communities that help restore health and balance to caregivers' lives. Our service brings together caregivers and volunteers through online Communities that organize daily life during times of medical crisis or caregiver exhaustion in neighborhoods and communities worldwide. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need.

www.lotsahelpinghands.com

Create Your Community of Lotsa Helping Hands

Getting started is easy. There are three options for you:

1. Do you want to create a Community? Fill out this form.
2. Do you want to join or receive help from an Open Community in your town or neighborhood? [Search](#)
3. Are you looking for a Private Community that already exists? [Click here](#).

About your Community

Community Name * example: Mary's Helping Hands Community Purpose * Caregiver
 ZIP/Postal Code * Country * United States

What type of Community would you like to create? *
☒ Private ☐ Open [what's the difference?](#)

About you, the Community Leader [What's this?](#)

Your name * First Last Phone
 Your email * Password *
 Your email again * Confirm Password *

Inside your Community

Help Calendar

Help needed Needs met Occasions I'm scheduled

Post Activities that require helping - meals delivery, rides, childcare.

WELCOME
 posted by Jennifer Smith, Tuesday, May 15, 2012, 5:00 PM

Welcome to our Lotsa Helping Hands website. This site will be used to allow a Community to coordinate tasks and to stay connected. Watch this space for community updates. Coordinators will change this message regularly to keep you posted on our Community's needs.

JUNE 2012

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

15 task(s) in July

Community Leaders
 • Jennifer Smith
 339-686-9099

Invite family, friends, neighbors and colleagues to help in your Community.

Enter volunteer tasks through the Help Calendar such as meals delivery or rides to appointments.

Keep everyone updated through message boards, personal blogs, photos, and well wishes.



Lotsa Helping Hands
create community

34 Washington Street
 Suite 310
 Wellesley, MA 02481

PHONE 339-686-9100
FAX 781-772-1236
EMAIL info@lotsahelpinghands.com

Visit www.lotsahelpinghands.com to get started. It's free and easy.

Part One: **Sample 'Announcement' Press Release**

ON THE NEXT PAGE YOU WILL FIND A SAMPLE 'ANNOUNCEMENT' PRESS RELEASE that you can use to announce Lotsa as a resource to your constituents.



FOR IMMEDIATE RELEASE**MEDIA CONTACTS**

Lotsa Helping Hands: Sara Neumann
(202) 414-0788 • sneumann@susandavis.com
[Organization Name] • [media contact name]
[phone] • [email]

[Organization Name] Partners with Lotsa Helping Hands to Support Caregivers

Wellesley, Mass. (Date) – [Organization name] and Lotsa Helping Hands today announced a partnership to support [type/descriptor] caregivers through free online caring Communities. Powered by Lotsa Helping Hands, the caring Communities enable a family member, friend, colleague, or neighbor to create an online Community to organize help for [type/descriptor] caregivers day-to-day and during times of medical crisis or caregiving exhaustion.

[relevant details about organization mission]

“Caregivers of [detail] are faced with juggling many responsibilities and often feel alone. By tapping into offers of help through our service, they can benefit from respite and support. We are delighted to add [organization name] to our growing list of organizations in the Lotsa family providing our platform along with their expert content and program,” noted Hal Chapel, co-founder and CEO, Lotsa Helping Hands.

Lotsa Helping Hands is a free resource that powers offline help online through the creation of Private websites featuring a help Calendar for organizing tasks, Community Building features to promote emotional support, and a Vital Information section that provides a safe and practical way to keep track of medical records as well as financial and health information. Since 2005, Lotsa has powered the help from more than 1.3 million volunteers, all providing caregiver support. Each Community is completely customizable based on the needs of each specific caregiver. Once approved, family, friends, and neighbors can sign-up and be responsible for specific tasks.

[partner quote here]

Nearly 1.3 million Lotsa Helping Hands members are helping caregivers in Lotsa Communities across the country. To learn more about [type/descriptor] and to create your own caring community, visit [organization]'s website at [website] and Lotsa Helping Hands at www.lotsahelpinghands.com.

About Lotsa Helping Hands

Lotsa Helping Hands powers Private and Open online caring Communities that help restore health and balance to caregivers' lives. More than 65 million people serve as caregivers for aging loved ones and those with chronic disease or disability. The free service brings together caregivers and volunteers through online Communities that organize daily life during times of medical crisis or caregiver exhaustion in neighborhoods and communities worldwide. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need. To date, nearly 1.3 million members have lent a hand through a Lotsa Helping Hands Community and more than 50 national nonprofit organizations partner with Lotsa to support caregivers. For more information about Lotsa Helping Hands, visit www.lotsahelpinghands.com.

About [organization name]

[boilerplate]

###

Part One: Logo Guidelines

IN THIS SECTION YOU WILL FIND GUIDELINES for using the Lotsa Helping Hands logo on your web site and other platforms.

High resolution versions of our logos can be found on our Newsroom page:
www.lotsahelpinghands.com/media



A) HORIZONTAL LOGO

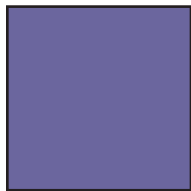


B) VERTICAL LOGO

Notes:

Please download the logo image from the link above.
 Logos should appear on a white background.
 Do not combine/overlap with other graphics or text elements.

Lotsa Helping Hands Colors



Pantone 667 C
Hex 4a497f



Pantone 541 C
Hex 00356b



Pantone Cool Gray 6 C
Hex babcbe



Part Two

The Year of Helping Hands Campaign



Part Two: Campaign Messaging

IN THIS SECTION YOU WILL FIND SAMPLE KEY MESSAGES that we use to describe The Year of Helping Hands campaign. While these messages are standard to Lotsa, they can be customized to meet the specific needs of your organization and can be adapted for use in your existing communications including:

- Meetings with staff and volunteers
- Website promotions
- Email promotions
- Social media

THE YEAR OF HELPING HANDS

Key Messages

1. In support of the 65 million caregivers in our country, we've made a promise to help caregivers in 2013. Join our nation of helping hands and promise to help a caregiver this year.
2. More than 65 million people serve as caregivers for aging loved ones and those with chronic disease or disability. This figure doesn't reflect the many more who don't identify themselves as caregivers but selflessly take on the responsibilities and challenges of caring for a loved one.
3. Lotsa's network of caregivers and volunteers is more than one million strong – and we have a deep understanding about who caregivers are and what they need. Caregivers come in all shapes and sizes – a common thread among them is that they need help. And help is what Lotsa Helping Hands communities provide.
4. Can you imagine a world where everyone can give and receive help through the power of community? We do, and that's why we're launching The Year of Helping Hands.
5. Despite the numbers, most caregivers report feeling overwhelmed and isolated. And most find it hard to ask for help. Caregiving is an extra job that few are prepared for. Lotsa Helping Hands provides the tools to help.
6. Lotsa Helping Hands is committed to addressing the caregiving crisis – for more than five years we've provided a free service that brings caregivers and volunteers together online to organize help. Today, we're launching a campaign to crowdsource and revolutionize the way we approach the caregiving crisis. This is an issue that affects us all.



7. We invite the entire nation to join in “The Year of Helping Hands.” Together we can become a nation of helping hands.
8. Visit our website, lotsahelpinghands.com/ipromise and promise to help a caregiver in 2013, The Year of Helping Hands.
9. During The Year of Helping Hands, Lotsa will provide information about three things you can do to help a caregiver each month.

Supporting Messages and Talking Points

1. Caregivers provide 80 percent of unpaid care to loved ones and are more susceptible to heart disease, diabetes, and depression. Caregiving often comes without much warning and can create disruption and turmoil in a family.
2. While 71 percent of caregivers report their employer knows of their caregiving role, only a quarter of employees have access to employer caregiver programs.
3. Seventeen percent of America’s full-time workforce serve as caregivers – their combined responsibilities contribute to more than 126 million missed work days a year, the equivalent to an estimated \$25.5 billion in lost productivity.
4. What do caregivers need? They need education. Yes, they need resources. But above all, they need Help. Help with day-to-day life – help with tasks that may seem simple enough but grow complicated when you are juggling care for a loved one. Help so that caregivers can get enough respite to carry forward to tomorrow.
5. At some point in our lives, most of us become caregivers. Some will care for an elderly parent, others a sick child or a friend. They will give their time and their care. Some will help for days, others months, and many for years. And while they help their loved one, they will continue to work, raise their family, do laundry, pay bills, cook dinner, fix things around the house, help with homework, mow the lawn, and maintain friendships. And, they will need a break, a time out, a few moments to catch their breath. They will need a way to organize and coordinate and keep their loved ones informed. And they will need to raise their hand to ask for help and have a way to manage that help.
6. Lotsa Helping Hands powers online caring Communities that help restore health and balance to caregivers’ lives.

Call to Action: Existing Partner Organizations

- Join Lotsa Helping Hands and our nation of helping hands by renewing your promise to help caregivers today. Be part of The Year of Helping Hands.

Call to Action: New Organizations

- Join Lotsa Helping Hands and our nation of helping hands. Make a promise to help caregivers today. Be part of The Year of Helping Hands.



Part Two: Social Media Messages

IN THIS SECTION YOU WILL FIND SAMPLE SOCIAL MEDIA MESSAGES that can be used on Facebook and Twitter to promote The Year of Helping Hands.

Get Social With Us!



facebook.com/lotsahelpinghands



pinterest.com/lotsahelping



twitter.com/lotsahelping



linkedin.com/company/lotsa-helping-hands

FOR TWITTER

Join @LotsaHelping and promise to help a #caregiver in 2013, The Year of Helping Hands.
www.lotsahelpinghands.com/ipromise

Have you made your promise to help a #caregiver yet? Make your promise today
@LotsaHelping www.lotsahelpinghands.com/ipromise

Make a promise to help a #caregiver during @LotsaHelping's The Year of Helping Hands.
Learn more at www.lotsahelpinghands.com/ipromise

FOR FACEBOOK

In support of the 65 million caregivers in our country, our friends at Lotsa Helping Hands launched The Year of Helping Hands to help caregivers. Have you made your promise to help a caregiver yet? www.lotsahelpinghands.com/ipromise

Have you made your promise to help a caregiver during The Year of Helping Hands? Learn more from our friends at Lotsa Helping Hands. www.lotsahelpinghands.com/ipromise

We've made a promise to help caregivers in 2013, as part of The Year of Helping Hands. Will you join us? www.lotsahelpinghands.com/ipromise



Part Two: Sample Newsletter Article

IN THIS SECTION YOU WILL FIND TWO SAMPLE NEWSLETTER ARTICLES (one for partners, and one for non-partners) that you are welcome to use on your newsletter or marketing materials.

Sample Newsletter Article (for non-partners)

We, along with our friends at Lotsa Helping Hands, are committed to addressing the caregiving crisis. It isn't uncommon for caregivers, to be overwhelmed by the question "what can I do to help?" Usually the answer is "I'm so overwhelmed, I don't even know where to begin." Through **YOUR ORGANIZATION** there is a way you can help a caregiver you know. That's why we are joining Lotsa Helping Hands in 2013, The Year of Helping Hands. Lotsa Helping Hands is a free service that brings together caregivers and volunteers through private online Communities that organize daily life during times of medical crisis or caregiver exhaustion. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need.

Family and friends can use the help Calendar to post and sign up for tasks that bring respite to the family such as meals delivery, rides to medical appointments or help with child care. The Message Board feature allows members to post messages of support to the family. A Vital Information section allows you to easily and safely store important information for the family. To learn more, visit lotsahelpinghands.com



Sample Newsletter Article (for partners)

Our friends at Lotsa Helping Hands have launched a campaign called The Year of Helping Hands – a critical call urging individuals to make helping caregivers a personal priority in 2013. We are committed to addressing the caregiving crisis and have proudly joined The Year of Helping Hands and made our promise to help a caregiver in 2013.

One of the ways you can help a caregiver is through **YOUR ORGANIZATION**. It isn't uncommon for caregivers to be overwhelmed by the question "what can I do to help?" Usually the answer is "I'm so overwhelmed, I don't even know where to begin." **YOUR ORGANIZATION'S LOTSA SITE**, powered by Lotsa Helping Hands is a free service that brings together caregivers and volunteers through private online Communities that organize daily life during times of medical crisis or caregiver exhaustion. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need.

Family and friends can use the help Calendar to post and sign up for tasks that bring respite to the family such as meals delivery, rides to medical appointments or help with child care. The Message Board feature allows members to post messages of support to the family. A Vital Information section allows you to easily and safely store important information for the family. To learn more, visit **YOUR ORGANIZATION'S CUSTOM URL**.



Part Two: Graphic

BELOW ARE GRAPHICS FOR THE YEAR OF HELPING HANDS, which you can use in your marketing outreach. If you would like the high resolution art files, please contact marketing@lotsahelpinghands.com.

Homepage Graphic



Email Signature





Lotsa Helping Hands
create community

**"We believe in a world where
everyone can give and receive help
through the power of community."**

www.lotsahelpinghands.com
