



Lotsa Helping Hands  
create community

# Sponsorship Program

## EXECUTIVE SUMMARY

[lotsahelpinghands.com](http://lotsahelpinghands.com)

## Overview

Lotsa Helping Hands, a socially entrepreneurial company, was created to support family caregivers by empowering their family, friends, neighbors, and colleagues – what we call a family’s **‘circles of community’** – who are eager to help with the daily tasks that become a challenge during times of medical crisis, caregiver exhaustion, or when caring for an elderly parent.

To date, **more than 750,000 people** have participated in over 60,000 Lotsa Helping Hands communities around the world, and we partner with 50 of the most respected nonprofit organizations that offer a specialized version of the service to their members, including the Alzheimer’s Association, the National Family Caregivers Association, the National Health Council, and The Leukemia & Lymphoma Society.

Lotsa Helping Hands is promoting several new sponsorship opportunities for like-minded companies that wish to provide resources, content, services and products to our highly engaged audience.

### Benefits include:

- Online recognition inside and outside our communities
- Repeatable marketing to our membership
- High impact engagement activities with our membership



## What Our Members Experience

We hear stories every day from families who are juggling so much when they are dealing with a medical crisis or unexpected life event. It isn’t uncommon for family caregivers to be overwhelmed by the question **“What can I do to help?”**

Usually the answer is “We’re so overwhelmed, we don’t even know how to begin to tell you how to help!”

**That’s where Lotsa Helping Hands comes in.** Coordinators (often the family caregiver or a close friend) create a private community web site and invite others to volunteer to help. Our members are active, engaged and grateful – providing our sponsors the opportunity to communicate and engage with them in high impact, meaningful ways.



# How Our Service Works

Lotsa Helping Hands helps family caregivers, and those wishing to support them, to quickly create a private web-based community that includes a **robust set of features** to make their lives easier:

## The Help Calendar - Efficient Coordination

Through an intuitive group calendar, members can schedule and sign up for tasks that provide respite for the family caregiver including meals for the family, rides to medical appointments, and visits.

## Vital Information

The Vital Information section allows for coordinators to safely store and retrieve vital information for the family – from medical and health records to financial and legal documents. The Coordinator can make this information available to the entire community or to select members, such as the immediate family.

## Community Building Features

Our easy-to-use community-building features facilitate communication among community members and provide the ability to post photos, well wishes and conversations on message boards that keep everyone up to date.

## Resources

In every Lotsa Helping Hands community, we display helpful resources for community members. The resources include tips on using the service, links to our partners, and other information related to services that we deem helpful to our community members.



## Our Audience

### Demographics:

**70%** women

**39%** between ages 35 and 49

**31%** age 50+

**2/3** of all members have college education or higher

**More than 2/3** of all members have incomes greater than \$60k, with more than 1/3 over \$100k

### Trends in Highly Engaged Communities:

Average community size: **50 members**

Average monthly community page views per member: **40**

Length of time per visit (Engagement): **7 minutes**

Average time communities are active: **5 months**

% communities active greater than 3 months: **58%**

% communities active greater than 1 year: **26%**

**Geography:** We have communities throughout the United States.

## Our Traffic

**Benchmarks (Source: Google Analytics):** Community Members at Lotsa Helping Hands are highly engaged. The following benchmarks compare Lotsa Helping Hands to similar health and social media sites (based on no. of visitors).

### Page views and pages/visit

**Health** Lotsa Helping Hands has 3 times more page views and pages/visit than similar health sites

**Social Networks** Lotsa Helping Hands has twice as many pages/visit than similar social networking sites

### Average time on site

**Health** Visitors spent **85%** more time on Lotsa Helping Hands compared to similar health sites

**Social Networks** Lotsa Helping Hands community members spent more time on Lotsa Helping Hands compared to similar social networking sites

### Bounce rate (% of visitors that leave after viewing only one page)

**Health** Similar health sites experience more than 3 times greater Bounce Rate than Lotsa Helping Hands

**Social Networks** Similar social networking sites experience more than 3 times greater Bounce Rate than Lotsa Helping Hands



# Sponsor Benefits and Placements

A hallmark of the Lotsa Helping Hands platform is the ability for us to customize our offering to meet the business requirements of our partners. The first set of benefits allow for companies to display branding and content within the private communities created at Lotsa Helping Hands.

Our members participate in their community on a regular basis – they sign up to volunteer, post well wishes to the family and view updates.

## Within Communities

**1 Community Section: *Lotsa Resources for You*** – Within every community there is a special section called *Lotsa Resources for You*. Here, community members can find resources related to the service (e.g., tips and suggestions) as well as information and links from our sponsoring organizations. Sponsors may display their own resources and links to external landing pages or documents from this section. (Note, this section will also be placed on our home pages by September 2011).

The screenshot shows a community page for "Bob's Team" with a navigation menu (Home, Me, People, Administration, About) and various sections like Announcements, Calendar, Vital Info, Message Board, Photo Gallery, Resources, and Wall Wishes. A callout box highlights the "Lotsa Resources for You" section, which includes a welcome message, a list of resources, sponsor information, and tips for caring for a loved one.

**Lotsa Resources for You** about this section

At Lotsa Helping Hands, we are committed to providing helpful resources and support to members of our communities. Here, you will find resources from our team as well as information from our sponsoring organizations. Check back often and give us your feedback. We hope this section is helpful to you and your community.

1. [Discover Lotsa Tips and Features](#)
2. [Access Resources from Our Nonprofit Partners](#)
3. [View Helpful Information from Our Sponsoring Organizations](#)
4. [Connect with the Lotsa Community](#)

**Sponsor Information**

At Lotsa Helping Hands, we often come across organizations that provide helpful resources to members of our communities – these like-minded organizations have products, services, and content that we think you may want to know about.

**Check out these Tips When Caring for a Loved One**

1. [Do's and Don'ts for nursing home visits](#) What to do...or not! Make visiting your loved one in the nursing home enjoyable and rewarding by following these recommendations.
2. [Protect your loved one's rights and dignity](#) Learn about an easy way for your loved one to make their wishes known - medical, personal, emotional, social and spiritual - in simple, straightforward language.
3. [Help across the continuum of long-term care](#) Understanding how people's long-term care needs can change as chronic conditions develop over time is important. If you're considering long-term care for your loved one, there's some things you'll want to know.

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**“Your website is outstanding. Easy to use, intuitive, well thought out. It’s the answer to one of our first practical questions in this crisis: “How can we manage all the offers of help?” From our hearts, thank you. We’re grateful for a tool that’s so useful in a really tough time of need.” – Mary, Vermont**

# Lotsa Marketing to Our Audience

In addition to recognition within our communities, we offer many opportunities for marketing to our broader audience, allowing sponsors recognition and promotion.

**2 Leaderboard and Skyscraper Messaging Placements** – We display messages that include tips, testimonials and messages about our service within communities. We also display creatives for our sponsors with information, calls to action and links to destination sites.

**3 Title and Presenting Sponsor Logos** – We display the logos of up to three sponsors prominently within the upper right corner of every community page with links to destination sites. (minimum of 6 months required).

The screenshot shows the Amelia's Helping Hands community page. At the top, there's a blue banner for "Your Call to Action / Message Here" with a "Leaderboard" section below it. The main content area includes a "Welcome" message from Julie Benson, a calendar for July and August 2011, and a table of activities with columns for "Activities", "Future Volunteers (Still Needed/Total)", and "Next Needed". The sidebar on the right contains three "Sponsor" logos (88 x 31) and a "Title Sponsor" logo (120 x 60), along with a "Wide Skyscraper" (160 x 600) area for another "Your Call to Action / Message Here".

**4 Email Communication** – Daily, system-generated emails are sent to Community Coordinators and members. These messages include community announcements, volunteer task reminders, and other information for the community. Sponsors may be featured in the footers of a segment of these emails with branding and links of its choice. (Note, a special footer will be included during the month of November).

The screenshot shows an email from "Lotsa Helping Hands" to "Josh Chapman (Community Coordinator)". The subject is "Weekday Dinners". The body of the email says: "Hi everyone, Please check out the calendar to see the list of volunteer needs we have added for Bob and his family. Thank you! Visit our community site: [Team Bob!](#)". The footer includes the "Powered by:" logo for Lotsa Helping Hands and "This community supported by:" followed by a "Sponsor Logo".

**5 Monthly Newsletter** – Our newsletter, *Lotsa Community Works* is sent electronically to more than 600,000 current and past members of Lotsa Helping Hands communities as well as to our growing database of nonprofit and industry partners. The newsletter showcases communities of support, advanced tips for using the service, new service features, and highlights one organization with branded content and links. The current open rate is 68%. Sponsors may be featured in the Sponsor Highlight section of *Lotsa Community Works*.



**Average Engagement**

Of those who opened the newsletter, the average number of people who spent time reading it, compared to how many glanced then deleted it.

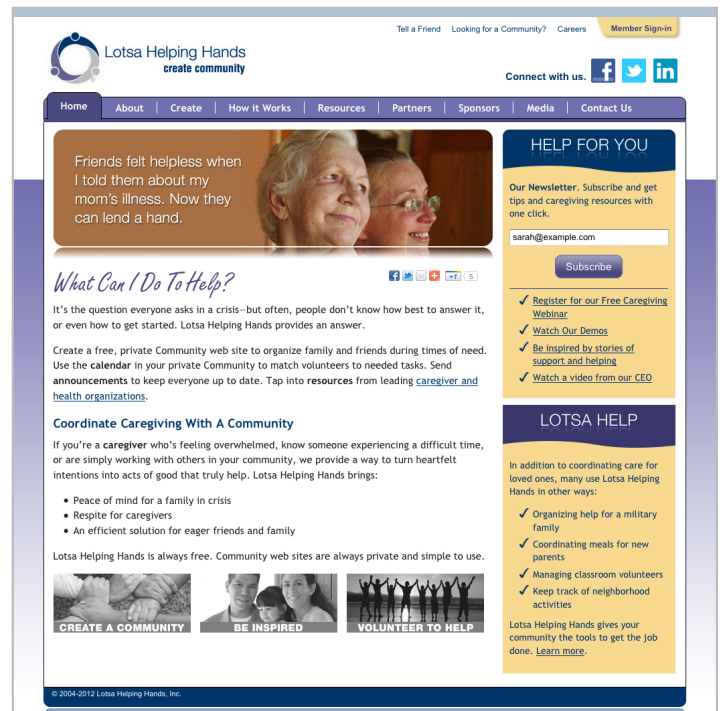


**Average Mobile Engagement**

Engagement amongst recipients using a mobile device such as an iPhone.



**6 Lotsa Helping Hands Home Page** – On our home page, we will be featuring our sponsors under a new Sponsor tab. There, sponsors will be able to include a 50-word description, logo and link.



**7 Webinar Series** – Each monthly Webinar Series includes two, 60-minute sessions designed to provide education and support to members of Lotsa Helping Hands communities. Webinars include tips on using the service, a compelling topic related to caregiving, stories of community support, and the resources of corporate sponsors. The Webinar Series is promoted within all private communities and invitations are sent through our Member Support Center, email outreach and archived on our web site. Each month there is a Presenting Sponsor as well as the opportunity to list the resources from additional sponsors. Specific programming topics available.

**8 The Story Project** – Everyday, we receive unsolicited testimonials from members of our communities offering their gratitude and appreciation for the service we provide. Building on this outpouring of testimony, we created The Story Project, a place for our members to share their personal stories, in their own words. Stories will be highlighted on our web site, in social media efforts, and within our newsletter and Webinar series.

From: Lotsa Helping Hands  
To: Barbara Johnson  
Cc:  
Subject: Webinar Invitation Email

Sent: Tue 7/12/2011 1:00 PM

Dear Barbara,

At Lotsa Helping Hands, we are pleased to introduce a free Webinar Series for members and coordinators of our communities. We hope you can join us.

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**Tips and Features - Lotsa Helping Hands Webinar - July 27, 2011**

**Join us for a Webinar on July 27**

Who should attend? Members and coordinators of Lotsa Helping Hands communities. Our July Webinar is packed with advice on how to get the most out of your Lotsa Helping Hands community. This month, you can:

- Gain insight to creating a community through helpful tips and features.
- Ask your questions in advance, and have them answered in a live Q & A session with members of our support team.

Title: Tips and Features - Lotsa Helping Hands July Webinar  
Date: Wednesday, July 27, 2011  
Time: 2:00 PM EST - 3:00 PM EST  
Please note that times are EST.

**Sponsor Name/ Logo**

**REGISTER NOW**



**“This is a wonderful program that I stumbled upon when searching for the address to the hospital to send a thank you note. I was in the hospital for 3 weeks and delivered twins who were in NICU for 4.5 months. Although people asked what they could do, there was no coordinated effort, so driving me to the hospital post-surgery fell to my parents exclusively; preparing food fell to no one, so drive-thru food became a necessity for us. We were very fortunate for all the care that our family received, but this service would have made things a great deal easier.” – Donna, Massachusetts**

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