

# NONPROFIT PARTNER PROGRAM

Provided by **Lotsa Helping Hands™**

**Provide constituents, supporters  
and Members with access to:**

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.



**Lotsa Helping Hands**  
**create community**

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

## What does Lotsa Helping Hands provide?

- Secure online private Community websites
- Easy-to-use Help Calendar for organizing and scheduling help
- Community building features that bring emotional support to family and content resources to help caregivers in their journey including:
  - *Photo Galleries*
  - *Message Boards*
  - *Well Wishes*
  - *Calendar Notes*
  - *Announcements*
  - *Resources*
- Secure storage and retrieval of vital information
  - *General health data*
  - *Medications*
  - *Emergency contacts*
  - *Legal & financial records*
- Access to Lotsa Mobile App for 'on the go' community engagement



### Lotsa Helping Hands Premier Partners

AARP-TN  
Alzheimer's Association  
American Brain Tumor Association  
American Lung Association  
American Parkinson Disease Association  
Caregiver Action Network  
Kidney Cancer Association  
The Leukemia & Lymphoma Society  
Muscular Dystrophy Association  
National Health Council

## What is the Nonprofit Partner Program?

Lotsa Helping Hands partners with more than 50 of the nation's leading nonprofit organizations that provide information and resources to member communities. We are pleased to introduce our **Nonprofit Partner Program** designed to help our nonprofit partners, like you:

- Respond to the programmatic need for your organization to have resources available for family caregivers
- Extend your organization's marketing reach by driving additional traffic to your website as well as by utilizing the service to display custom messages and promote timely events and activities
- Support your efforts to evaluate and enhance your online presence, in particular the utilization of social media strategies
- Augment development efforts by increasing access to individual donor prospects
- Extend benefits to corporate sponsors, leading to additional revenue for your organization
- Enhance stakeholder engagement

**“Do you accept donations? If so, please provide the information on how to make a contribution. The website I created has been tremendously helpful in coordinating tasks and keeping people around the world connected – I'd like to help support the wonderful service you provide.” – Rene, Virginia**



Benefits	Basic	Preferred	Premier
Nonprofit version of Lotsa Helping Hands available to all visitors at <a href="http://www.lotsahelpinghands.com">www.lotsahelpinghands.com</a>			
Nonprofit version of Lotsa Helping Hands available at nonprofit website	✓	✓	✓
Nonprofit Color Palette			✓
Nonprofit Logo	✓	✓	✓
Nonprofit Header Banners		✓	✓
Custom Community Sections (for resources, donate button)	<b>1</b>	<b>2</b>	<b>3</b>
Customizable Survey			✓
Nonprofit “About” Page	✓	✓	✓
Hosted service to offer to an unlimited number of Communities	✓	✓	✓
24/7 Customer Support to all hosted Communities	✓	✓	✓
Free Service Upgrades	✓	✓	✓
Initial 1-hour Training Webinar for staff	✓	✓	✓
National Webinar for Constituents		✓	✓
Access to the names and email addresses of Members of Nonprofit-initiated Communities			✓
Access to the names and email addresses of Members of Lotsa Helping Hands communities (where Nonprofit is selected as the resource; estimated min 20,000 in 2013)			✓
Opportunity to push select messages about timely activities to Community Members			✓
Joint Press Release		✓	✓
Access to Standard Marketing Kit	✓	✓	✓
Access to Customized Marketing Kit			✓
Social Media Digest		✓	✓

**“At Lotsa Helping Hands, we believe in the power of community. In the face of the changing economy and increasing demands on all of us, we need one another more than ever to manage daily tasks, especially when balancing work while caring for elderly parents or a sick loved one. And, we know that the nonprofit community is looking for new ways to drive traffic to their websites, build social media strategies into their programs and generate revenue. We began our business supporting the nonprofit sector and the introduction of this new, comprehensive program is in line with our continued commitment.”** – Hal Chapel, Co-Founder and CEO



## Imagine this...

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**You are a working mother of two. Your husband has just been diagnosed with cancer.**

**Or your sister has been seriously injured in a car accident.**

**Or your father has been diagnosed with Alzheimer's disease.**

**Or your spouse has been deployed.**

Today, there are more than 65 million people who care for loved ones with chronic disease or disability. And while it is expected this number will continue to grow given our aging population, not all caregivers identify themselves as caregivers.

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.

### **Many family caregivers in this situation:**

- *don't identify themselves as caregivers*
- *are not sure know where to turn for help*
- *feel isolated and alone, too embarrassed or afraid to seek help*

Caregiving is an extra job that few are prepared for.

*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.*

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**“Our program began to support the programmatic needs of nonprofit organizations wishing to support caregivers. It has now evolved into a comprehensive offering that supports marketing, development, and stakeholder engagement. Our Premier Partners, in particular, report higher rates of traffic, access to new constituents for outreach and significant value from social media engagement provided by our team. Its powerful and exciting!”** – *Brooks Kenny, Executive Vice President & Chief Marketing Officer*



## The Result?

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*Your nonprofit organization has access to a dynamic online tool that can be customized regularly to promote key messages, encourage participation and drive donations.*

*Here are just a few features of our Nonprofit Premier Program:*



### **Stakeholder Engagement:**

Lotsa Helping Hands Communities are active, with Members often visiting their private Community several times throughout the day to sign up for tasks, post a new resource, or simply check in to learn how the recipient and family are doing. By engaging with this audience through messaging and branding, your organization has an opportunity to introduce programs to new constituents and reinforce its value with current supporters.

### **Branding and Messaging:**

Through our Nonprofit Premier Program, you have the opportunity to customize the look of your branded Community pages, as well as the messages that are sent to individual Community Members.

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**“I was touched to learn of your organization. So often we rely on strangers for assistance, forgetting the age-old tradition of calling on family and friends. Thanks for helping bring the ‘Old Fashioned Way’ of serving our neighbor back to the forefront. Congratulations!” – Lisa, Maryland**

### **Marketing Support:**

We provide a comprehensive mix of marketing support for nonprofits that join our program. Each is given a **“Marketing Toolkit”** of template materials that include sample messages, evergreen newsletter articles, social media messages and more. Plus, we provide webinars for staff and volunteers and ongoing advice on how to educate and promote your constituents about the service.

### **Potential Revenue:**

There are several opportunities for your organization to generate revenue from the Nonprofit Premier Program. You can post links to specific fundraising campaigns and include a “Donate” button on your branded Community pages. You will also gain access to new potential supporters, donors and advocates.

### **Technology Simplicity:**

Lotsa Helping Hands prides itself on the development of a technology-based service that does not require training, but rather is intuitive and easy to use for the average individual with little online experience. We provide all the hosting for an unlimited number of communities for your organization. And, we provide 24/7 Member support by phone and email.



## Our Nonprofit Premier Program

Our Nonprofit Premier Program allows you to provide a branded version of the Lotsa Helping Hands service to your constituents as a cost-free resource to make their lives easier, reduce their stress, and increase affinity with your organization.



### What's the Landing Page?

The Landing page, found at the web address [www.YourOrg.lotsahelpinghands.com](http://www.YourOrg.lotsahelpinghands.com), is the link where visitors to your website will find the branded caregiving coordination service.

### What's the Community Page?

Once someone creates a private caregiving coordination Community from the branded Starter page, this Community Leader — and all the other Members and Coordinators invited into this Community — can sign in and begin using the many features available within the Community, including the Help Calendar, Message Board, Resources, and Well Wishes.



## Creating a private Community is easy...and requires no training

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1. Visitors to your organization's website in search of resources for support can click on the "Lotsa Helping Hands" link.
2. In less than 2 minutes, they can create (either for themselves or for another family member or friend) a private online Community, e.g. 'Debbie's Helpers'.
3. As the Community Leader of this new Community, this person may also add additional Coordinators and Members
4. Using our standardized templates, the Community Leaders and Coordinators (in consultation with the recipient / family) create new activities requiring assistance including meals delivery, rides, and other tasks.
5. Whenever members sign in to 'Debbie's Helpers', the system automatically displays activity calendars showing open volunteer opportunities.

## The next time a patient or family caregiver is in crisis and someone asks "What can I do to help?" – the answer is easy

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1. Other family members, friends, and neighbors provide their name and email address to the Community Coordinators to be added to 'Debbie's Helpers'.
2. The new Member signs in with their private password and immediately sees the various tasks requiring volunteer help, whether it's a meal on Monday, Wednesday, Friday nights for the next six weeks, or twice-a-week rides to medical appointments
3. The Member can instantly sign-up by clicking on a specific task. Lotsa Helping Hands automatically sends confirmation emails to the family and Coordinators, and email reminders one month, one week and one day prior to a commitment.
4. In addition to the Coordination and tracking of volunteer activities, the system provides additional Community building features including Announcements, Well Wishes, Photo Galleries, and Resources.

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**"Just wanted to acknowledge you for this immensely wonderful service. It's amazing to think of all the people helped by this website. I'm especially grateful for how our family was helped, and I believe that my son-in-law's healing was greatly assisted by how easy it was to coordinate those who wanted to help. Thank you so very much!" – Connie, Missouri**

### Contact us to learn more

Brooks Kenny, Executive Vice President & Chief Marketing Officer

Phone: 339-686-9102

Email: [brooks@lotsahelpinghands.com](mailto:brooks@lotsahelpinghands.com)

