



## VOASELA Giving Challenge Guidance

### **Email, Text, and Telephone Users**

**START HERE:** Helpful tips for getting started are on this page, followed by a day-by-day guide to set you up for success! **\*Note: This guide is for those NOT using social media. Please see the social media guide if you have a Facebook or Instagram account.**

#### **Getting Started:**

Make it personal! Anytime you are sharing your Volunteers of America Southeast Louisiana (VOASELA) story, make it as personal as possible. *People who know you will respond to you. They will care because you care, and because they care about you!*

#### **Framing Questions:**

Thinking about or jotting down your answers, your reasons why you care, will help you. Keep coming back to the mission and to the mission moments you've experienced or been affected by personally. When you have your "why" make sure to share it with us if we can share it with others!

- **How did you first get connected to Volunteers of America? What person or program got you involved?**
- **Why are you a donor? Why is Volunteers of America your charity of choice?**
- **Who does Volunteers of America serve that you care deeply about?** (i.e., veterans, children and families, senior citizens, people with disabilities, people who have experienced homelessness)
- **What have you seen Volunteers of America do to respond to the COVID-19 crisis that has inspired you?** (More details in APPENDIX section)

#### **DAY BY DAY GUIDE FOR SUCCESS:**

##### **Day 1: Share your story! Email or phone your networks.**

*Pro Tip: Suggested email, please feel free to write your own and make it as personal as you would like. This template is provided to you to help, but a message in your voice, sharing your story will have the greatest impact.*

##### **Email Sample:**

Hello \_\_\_\_\_,

I hope you are staying safe and well. As you may already know, I support Volunteers of America Southeast Louisiana because\_\_\_\_\_. I first got connected to Volunteers of America through \_\_\_\_\_.

Although we are all facing uncertainty at the moment, my thoughts keep turning to the most vulnerable people in our community who face uncertainty every day. Those who don't know how they will get their next meal, where they will sleep tonight, or how they will even make it through the day. Our neighbors who are struggling are those that are cared for by Volunteers of America, not just during this time of crisis, but in all seasons.

Because I care about our neighbors in-need, I'm showing my support by making a donation to Volunteers of America this GiveNOLA Day: Tuesday, June 2, 2020.

I hope you will join me in supporting Volunteers of America with a gift of your own. You can make a GiveNOLA gift on June 2<sup>nd</sup> at <https://www.givenola.org/voasela> or you can schedule a gift now that will be automatically made on GiveNOLA Day. All you need to do is click the link above.

Thank you for considering helping me to help others!

Sincerely,

\_\_\_\_\_

**Day 2: Program passion. Share why you care a particular program and the vulnerable population it serves by emailing at least 19 people in your network.**

Email Sample:

Hello \_\_\_\_\_,

I wanted to tell you this [morning, afternoon, evening] about a program of Volunteers of America that inspires me the most.

For me, that's the Single Room Occupancy (SRO) facilities on Canal and Tulane. These facilities house folks in transition; those coming out of homelessness, and in recovery from addiction. They're starting over. And Volunteers of America supports them through that journey—as many times as they have to move through it. Their work, needed even more during this time of COVID, must continue! Such an inspiring organization that I'm proud to continually support since [year of first donation]! Please consider supporting them with me and go to [www.givenola.org/voasela](http://www.givenola.org/voasela) to donate now!

Stay safe, healthy, and thank you again for listening,

Sincerely,

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**Day 3: RE: COVID. Send your networks an email follow up from the Day 1 challenge and forward them the 5/21 VOASELA Spirit email newsletter too!**

Spirit is our e-newsletter. You'll get it and a great way to help amplify the Volunteers of America message is to forward that email to your network with a personal message from you. Just a simple: "Hope you have a minute to take a look at what Volunteers of America is doing to help our community," as you forward is highly effective.

**Day 4: Calls for COVID. Call or text at least 9 people from your networks you who think may donate on #GiveNOLA! Text is preferable here because you need to share a link.**

Text Sample:

Hi \_\_\_\_\_, our local giving day, GiveNOLA is coming up on Tuesday, June 2. I'm supporting the critical work of Volunteers of America and I hope you will consider joining me in making a gift. You can schedule a donation in advance or give on June 2. Learn more at: [www.givenola.org/voasela](http://www.givenola.org/voasela)

Phone Call (Voicemail Script):

*Pro Tip: Ideally, make calls as follow-ups to those you have already contacted via email, if you haven't heard back from them via email. Checking to make sure someone saw your email is a great reason to give them a quick call. You can also leave them a voicemail message. Your conversation will be two-way, but here's a sample voicemail that will also give you some ideas of what to talk about.*

Hi \_\_\_\_\_. I just wanted to give you a quick call to see if you saw my email from a few days ago and see if you had a few minutes to chat. I'd like to tell you a little more about this great organization that I support, Volunteers of America. I'm helping to raise funds to support their mission of serving the most vulnerable people in our community and I hope you can help. Please get back to me if you'd like to learn more.

**Day 5: #GiveNOLA Day! Text at least 19 people about why you think VOASELA benefits the Greater New Orleans Community during COVID and beyond.**

Text Sample:

Hi \_\_\_\_\_! Just wanted to check in and remind you about GiveNOLA day and why I donated to Volunteers of America! Simply, they're meeting people where they are at. They're pivoting their services and processes to accommodate the virus in a way that is most beneficial to the people they serve. And I think they will continue to step up to that plate for New Orleanians for a long time. They're a mighty pulse of the lifeblood of

health and human services in this city. Donation site is [www.givenola.org/voasela](http://www.givenola.org/voasela). Give whatever you can, but please give for me!

**Day 6: VOASELA Thank You Day! Send a thank you email to your networks for their support.**

Email Sample:

Hello \_\_\_\_\_,

I wanted say my sincerest thank you for your [time, support, donation]. I've enjoyed sharing with you why this organization has come to mean so much to me and how their work continues to lift up thousands of folks in Southeast Louisiana. This gift is making a tangible impact: it's providing them the ability to provide PPE, meal security, virtual mental health appointments, housing services and support during this difficult time.

I also want to say thank you for donating on GiveNOLA Day. This campaign is as much a campaign for the nonprofit as it is to the city of New Orleans. We are all one; in this together.

Stay safe, healthy and thank you again,

Sincerely,

\_\_\_\_\_

**APPENDIX**

**Summaries of COVID-19 Response Activities:**

Fresh Food Factor: Volunteers of America's Fresh Food Factor program usually provides nutritious meals to low-income school children at their schools. With schools closed, Fresh Food Factor has been providing to-go meals at sites across Orleans and Jefferson Parishes to help children and families facing hunger. 8,000 meals per day have been provided to hungry families since the stay-at-home order took effect in March. [Matches to: Meal Distribution Heroes - \$39 covers ingredients and supplies for 12 prepared meals for school children facing hunger due to school closures]

Mental and Behavior Health Services: Volunteers of America quickly moved to make telehealth options available across several mental health services programs. These include programs currently serving formerly homeless persons and families at-risk for homelessness. People across the state can get connected to a counselor electronically

or telephonically – and Volunteers of America’s Lakeshore Counseling program is accepting new clients. [Matches to: Mental Health Heroes - \$59 covers coordination and equipment for 1 tele-health appointment for those needing extra support during this time]

Veterans Services: Volunteers of America is scaling up the Supportive Services for Veterans in direct response to the COVID-19 crisis specially to prevent homelessness among veterans and their families. In addition, the two veterans facilities in New Orleans are accepting referrals and helping veterans move-in to housing. [Matches to: Housing Heroes - \$119 covers supplies for move-in to housing facilities for someone experiencing homelessness including towels, kitchenware, laundry detergent and sheets]