



VOASELA Giving Challenge Guidance

Social Media 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!

Pro Tip: Make sure you tag, @mention us on all your social posts/photos!



Check and make sure you are following us!

- <https://www.facebook.com/voasela/>
- <https://www.instagram.com/voasela/>

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!*

“Frame” your support on Facebook.

1. Open Facebook on your phone, tablet, or computer
2. Go to VOASELA Facebook page and scroll to the #givenola Facebook frame
3. Click “Try it” and add to your own profile picture to show your support!

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?** (See Day 6 for more information)

DAY BY DAY GUIDE FOR SUCCESS:

Day 1: Share your story! Email 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 2nd 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. Social media share. You can use the images provided and share why you care about that program and the vulnerable population it serves.

Facebook Sample:

Photo choice: \$119 for COVID-19 (talks about housing/homelessness)

Post sample: Day 3 #voaselagivingchallenge: share the VOASELA program that inspires you 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 to donate now! #givenola #voasela #19forcovid19

Instagram Sample:

Photo choice: \$119 for COVID-19 (talks about housing/homelessness)

Post sample: Lately I’ve been feeling inspired by the goodness of the greater #nola community and their ability to rally and wrap services around those who might be struggling more because of #covid. @voasela is an organization doing just that with their Single Room Occupancy (SRO) facilities in the #midcity and #tulanegravier neighborhoods with their housing and support of people coming out of homelessness and addiction. A donation during #givenoladay will help them continue to provide these services to this underserved population. Please consider supporting a local nonprofit helping in our community by donating at www.givenola.org/voasela. #givenola #day3 #voaselagivingchallenge #voasela #19forcovid19

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 number of people from your networks who you 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

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: VOASELA vault. Share a Volunteers of America memory on social media.

Facebook Sample:

Photo: [insert your own old VOASELA pic!]



Post Sample: Day 5 #voaselagivingchallenge: post a pic from the vault!

This is me 6 months ago, Dec 2019, on my very last night collecting gifts for our VOASELA Christmas Wish program. I was barely 4 months into my new job and this was the first big project I took on for the agency. It was also the end of my first year as a resident of the incredible city of New Orleans. And this project was an amazing way to close out the year. Physically witnessing the deeply giving and supportive hearts of New Orleanians in 1,000 red and green wrapped gifts was honestly breathtaking! It's that powerful and beautiful relationship these residents have with their city and their neighbors that has made me continue to believe in this agency and the work we do because New Orleanians look out for one another! At Christmas time, we asked you to give a gift to spread joy. Today, 6 months later, we're asking you to give the gift of healing. Help us continue to support these folks on the margins that are most vulnerable to this virus. Now through June 2 you can schedule a donation to our #19forcovid19 #givenola campaign to help make that happen! Take my breath away again, NOLA family and donate now! Go to www.givenola.com/voasela. #voasela --- with @Volunteers of America.

Instagram Sample:

Photo: [insert your own old VOASELA pic!]

Post sample: #tbt to 6 months ago, pre-COVID, in cheery red, green and ribbons at @voasela! Looking back at this pic just reminds me of the giving hearts #nola residents and how beautiful humanity is. Asking for that loud support again during #COVID-19 as this virus is disproportionately affecting our consumers: in their access to care, their food and job security, in their mental health and in their housing security. I've had the precious privilege to #workfromhome during this time, but not everyone has that option. And those can't be forgotten. Whether it's \$19, \$39, \$59, or \$119—know you're making an impact on the work we're doing. You're saving lives. Literally. Go to www.givenola.org/voasela to schedule a donation today. #day5 #voaselagivingchallenge #voasela #givenola #19forcovid19

Day 6: Program resilience. Social media share about VOASELA's COVID response efforts.

Pro Tip: Use the information below to highlight a program/COVID-19 response. You can do this on Facebook or Instagram and use the images provided to you. Note: these activities match up with some of our posted giving levels on our GiveNOLA page (www.givenola.org/voasela).

Summaries of COVID-19 Response:

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]

Day 7: #GiveNOLA Day! Text at least 19 people about why you think VOASELA benefits the Greater New Orleans Community during COVID and beyond (and don't forget to post on social too!)

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. Give whatever you can, but please give for me!

Facebook Sample:

Photo choice: \$39 for COVID-19

Post sample: Day 8 #voaselagivingchallenge: share why you think VOASELA benefits the Greater New Orleans community and beyond!

I think @Volunteers of America has demonstrated they truly meet people where they are at with their service network during #COVID. You can tell the consumers have and always are at the forefront of their decision making. They altered employee schedules to accommodate round the clock care for their consumers while limiting the amount of staff that came into contact with those particularly vulnerable to the virus. They pivoted their food enterprise to go from meal prep and delivery to in schools, to a meal distribution to go model for 8 sites on the Westbank like in the photo above. They advocated for billing Medicaid for mental tele-health appointments to accommodate social distancing and #stayathomeorder. You can see their mission and vision in the work they do. A world where everyone is given equal access to their health, vitality and wellbeing. They're part of a strong system in our #nola city to bridge gaps and offer support to those most in need. And that inherent goodness is why they are vital to this city now and beyond. Please donate alongside me during #givenola to help continue their abilities to put their consumers first, always. Go to www.givenola.org/voasela to schedule a donation today! #voasela #19forcovid19

Instagram:

Photo choice: \$39 for COVID-19

Post sample: "We're all having to evolve and change our lives right now due to #COVID, but a special shout out to an agency evolving eloquently to meet the needs of those they serve @voasela. Food insecurity? They created a to-go meal distribution model.

Mental health struggles during the virus? They pivoted their services to allow tele-health billing. I'm proud to support them and the work they will continue to do to benefit and evolve our city for the better! Donate with me at www.givenola.org/voasela. #voasela #day8 #voaselagivingchallenge #givenola #19forcovid19

Day 8: 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,
