



WE ARE
Meals On Wheels
So no senior goes hungry™

TOOLKIT

“We Are Meals On Wheels” Campaign Toolkit

As we embark on an important new effort to raise awareness of the issue of senior hunger in America, MOWAA is excited to share with you the official “We Are Meals On Wheels” campaign toolkit. This suite of materials provides you with the tools to execute communications outreach in your own community that shares our national goal of ending senior hunger in America. With these materials, you’ll be able to organize events, effectively reach out to local media, customize outreach materials and engage the public in new and exciting ways. By connecting with your community through multiple channels, “We Are Meals On Wheels” will emerge as a national campaign that also has specific local relevance.

With the “We Are Meals On Wheels” campaign, it is our goal to elevate senior hunger as a solvable issue in America, and to invite individuals to take part in ending senior hunger by connecting with their local Meals On Wheels program. We are aiming to tell the story of Meals On Wheels through our robust network of Meals On Wheels programs and volunteers, showing the true value of our services, while also attracting new volunteers and donors. There are several ways you can get involved in the effort:

- **Create compelling content** that communicates how your local program is supporting “We Are Meals On Wheels.” This could be in the form of newsletters, blog posts, PSAs provided in this toolkit or even sharing information about upcoming events on Facebook.
- **Tell your story** through local media outreach. This can be focused around a specific event, on profiling an interesting volunteer story or on celebrating a fundraising goal. More details on how you can get involved in reaching out to your local media outlets are in this toolkit.
- **Connect with your community** by creating fun and timely community events or forming (or expanding) partnerships with local businesses or community groups, allowing you to expand the reach of your local Meals On Wheels program and elevate senior hunger as an issue that your community should care about.

We encourage you to embrace these materials – the “We Are Meals On Wheels” campaign is meant to support the great local programs and outreach that already exist. Below is a look at what you will find in this toolkit, which is also accessible on the **MyMOWAA** section of our Web site.

- “We Are Meals On Wheels” Language
- Key Messages
- Campaign Q&A
- Media Outreach Guide
- Sample Press Materials
- Social Media Tips & Tricks
- Public Service Announcements
- Car Decals
- Merchandise
- Newsletter Templates and Letterhead
- Style Guide
- Grant Opportunities

Thank you for joining our campaign. Together, we can end senior hunger, because ***We Are Meals On Wheels.***

Sincerely,

Enid A. Borden
President & CEO, MOWAA

We Are Meals On Wheels Campaign Language

Below is some language to give some context to the “We Are Meals On Wheels” campaign – this language is meant to contextualize the issue at hand, to demonstrate the immense power of the Meals On Wheels network and the fact that our volunteers are passionate about ending senior hunger. Feel free to post this information to inspire others to keep up the great work they do every day!

We Are all connected to seniors – they are members of our families, our friends, our neighbors, part of our community.

We are a network of 5,000 Meals On Wheels programs 1.7 million volunteers strong, and we know firsthand how important being connected to seniors is. We know that being connected can mean the difference between hope and despair or even life and death.

We Are Meals On Wheels.

We Are on the frontlines every day serving over one million meals to seniors across the country. We know that we are delivering more than meals. We have seen that in the faces of the seniors we touch. We know what hunger looks like too. And we know that over 6 million seniors in America today are facing the threat of it, because they are not getting the nutritious meals they need.

We Are Meals On Wheels.

We know senior hunger is a serious problem. We know that it must be stopped. And we know that there is something that we can do about it.

We Are working every day to put an end to senior hunger by delivering nutritious meals and providing compassion to seniors in communities across this land.

We Are Meals On Wheels so no senior goes hungry. Together, we can work to make that happen.

Key Messages

Having a set of clear key messages will allow you to discuss the “We Are Meals On Wheels” campaign with your community, volunteers, donors and the media; and will enable these audiences to understand exactly what makes Meals On Wheels the leading voice in solving senior hunger.

We have created the messages below to help you speak to these audiences in a consistent voice that echoes MOWAA as well as the local Meals On Wheels programs.

For each key message below, we have developed a series of supporting points. These points are facts, figures and short anecdotes, which you can supplement with your own stories, programs, milestones, and outcomes as necessary.

Meals On Wheels is the national network dedicated to solving senior hunger in the United States.

- We have a long, successful history of serving homebound seniors in communities across the nation.
- The Meals On Wheels network represents local, community-based Meals On Wheels programs in all 50 U.S. states.
- Our 5,000 local Meals On Wheels programs provide more than one million meals to seniors who need them each day, through home delivery services and community meals.
- Our network of trusted volunteers delivers nutritious meals, and builds personal and community connections.

We provide nutritious meals to seniors who would otherwise go hungry through a network of compassionate volunteers.

- More than six million seniors in America face the threat of hunger today.
- It's up to us to provide nutritious meals for seniors in America, so no senior goes hungry.
- At Meals On Wheels, our programs are locally-focused, and our volunteers are trusted neighbors and friends.
- Our services allow seniors to get regular, nutritious meals, to remain in their homes and live with dignity.

Senior hunger is a solvable issue, and we are dedicated to reaching the day when no senior goes hungry.

- We are Meals On Wheels *so no senior goes hungry*. Join our quest to end senior hunger today.
- There are many ways to join the effort – find your local Meals On Wheels program at www.mowaa.org, donate to help provide meals for homebound seniors or volunteer your time to make connections with local seniors in your community.

Ask the public to contact your local Meals On Wheels program to join our national movement, and take these important steps to help end senior hunger: Donate, Volunteer, and Advocate.

Campaign Q&A

This document is designed to guide you in your conversations and interviews with local media, potential partners (like a local business or school group) and others who may be interested in learning more about the campaign. The following contains questions we anticipate local media may ask and general information about the “We Are Meals On Wheels” effort. Should you ever be asked any questions that you are uncomfortable answering or do not have the answer to, you can always direct the person asking to contact MOWAA directly.

What is the “We Are Meals On Wheels” campaign?

“We Are Meals On Wheels” is a national effort to end senior hunger in the United States. Through this effort we are working to raise awareness of senior hunger, to build support and encourage people to get involved with our local Meals On Wheels program. Senior hunger in the United States is a solvable issue, and there are simple ways that anyone can get involved in our effort to make sure that one day, no senior goes hungry.

What is MOWAA?

The Meals On Wheels Association of America is the national network solely dedicated to ending senior hunger in the United States. We serve homebound seniors: a growing population who would otherwise go hungry. (Insert Meals On Wheels program name) is one of 5,000 Meals On Wheels programs that are helping to end senior hunger by providing nutritious meals and other services for seniors in local communities.

What is the extent of senior hunger in the United States?

It is estimated that more than six million seniors in the United States aren’t getting the nutritious meals they need and deserve. Oftentimes, homebound seniors do not have access to regular meals. By delivering over one million meals a day, Meals On Wheels volunteers across the country are helping seniors in their communities to live with dignity, while ensuring that they are receiving healthy, balanced meals.

What is Meals On Wheels doing to end senior hunger?

Our program has joined a national movement to end senior hunger by 2020. Our network of trusted volunteers and staff members is helping to achieve this goal by delivering nutritious meals and building personal and community connections every day. Together, we are ensuring that our nation’s seniors are cared for, not forgotten.

What can people do to get involved?

We pride ourselves on the variety of ways individuals can get involved with our local program:

- Volunteer to help package or assemble meals.
- Deliver meals.
- Volunteers can participate once a week or once a year, alone or in a group.
- For those who are not in a position to volunteer their time, we greatly appreciate donations at any level. Individuals interested in getting involved can find more information at (insert local program website or phone number).

How is Meals On Wheels different from a food bank?

Meals On Wheels programs are unique in that we deliver meals to seniors who would otherwise go hungry – seniors who no longer have the mobility to leave their homes or cook for themselves. Our delivery programs allow for a direct interpersonal connection between these seniors and Meals On Wheels volunteers. Food banks are a valuable community resource for many people who cannot afford food at full price, but Meals On Wheels is focused on delivering meals directly to seniors and others in need.

How do I sign up a loved one for a Meals On Wheels delivery in my community?

You can contact our local program at (insert local phone number) to sign up a loved one for meal service.

Media Outreach Guide

Every Meals On Wheels program has a great story to tell that is worthy of local media coverage – whether on a local TV news program, a local newspaper, or in a community blog. The following section outlines key steps that Members can take to identify those stories, share them with local media and secure great media coverage that features local Meals On Wheels programs, profiles volunteers, or tells the story of a well-known senior in the community.

As local community members with a story to tell, volunteers, donors and others associated with your local Meals On Wheels program can play an important role in helping to build recognition and support for Meals On Wheels. Positive media coverage can generate awareness and promote involvement, including an increase in volunteerism and donations. Stories placed in local media will create conversation around the issue of senior hunger and encourage others to jump in – whether it is by volunteering, donating, or encouraging others to do the same.

Securing media coverage for your Meals On Wheels program is an effective way to promote the new “We Are Meals On Wheels” campaign and to highlight the local commitment to working toward a day when no senior in America goes hungry. It’s also your opportunity to reinforce Meals On Wheels’ reputation as a champion for and supporter of seniors facing food insecurity.

The key to generating positive media coverage is to be prepared and proactive. The following guide will outline how and when to talk to the media, how to pitch your stories, how to leverage social media channels and how to maximize local market media coverage.

- How to Talk to the Media
- How to Pitch the Media
- How to Generate Media Coverage
- Sample Press Release and Media Advisory
- Social Media Tips & Tricks

For additional information and support, please contact MOWAA:

Marley Rave
Vice President, Communications, Marketing, and Development
(703) 548.5558
marley@mowaa.org

How to Talk to the Media

The basic rules of business apply when talking to the media: be polite, professional and considerate of their time. Journalists are always pressed for time and typically on a deadline. Early afternoon is the best time to reach them, but it's always a good idea to check to see if it's a convenient time for them to take your call.

Here are some other rules to keep in mind when reaching out to local reporters:

- Rule #1: **Lead the outreach.**** Before you contact the media, make sure to reach out to any individuals who may be involved in the story (i.e. volunteers) to alert them that you will be contacting local print and broadcast media on their behalf. The goal is for you to serve as a primary resource for the media, coordinating between reporters and individuals they may be interviewing. Multiple points of contact will confuse media and could potentially jeopardize coverage.
- Rule #2: **Make a compelling case.**** You typically only get one chance to pitch a story, so make it count. When you begin talking with reporters, tell them up front why your story is unique and why it will be of interest to their audience (for example, are you highlighting a fabulous young volunteer that the community would want to know about? Are you announcing a record number of deliveries?). Once you have their attention, you'll need to give them the information they need (e.g., access to interviews, statistics, etc.) to bring your story to life.
- Rule #3: **Send materials first**** so media have a chance to review and assess. Make sure your communications are concise; keep your e-mails short and voice mail messages brief.
- Rule #4: **Follow up, but don't harass.**** If a reporter doesn't return your initial call or email, contact him/her again. If they don't return a second call or email, chances are they are not interested. Move on to the next reporter or outlet.
- Rule #5: **Always be accessible, accurate and truthful.****
- Rule #6: **Acknowledge effort.**** Drop a reporter/producer a note or send an email to thank him/her for the coverage.
- Remember:** Be proactive; chances are you have a great story to tell, with lots of media potential. It's up to you to make sure the story gets told!

How to Pitch the Media

About once every month, take a fresh look at your program's activities to see if anything new and interesting is taking place – are you planning a community meal with notable attendees? Are you preparing for a student-run volunteer day? Remember in today's fast-paced media cycle, old news is no news. As soon as you receive information about something newsworthy related to your program, be prepared to take the following steps:

Step 1. Build a media list

Timing: Now

Research local media outlets. Make a list of the publications (daily and weekly newspapers, local and regional magazines) and broadcast (TV and radio) outlets you think will be interested in covering your story. Be sure to include name, title and contact information (e.g., address, phone, email) for a reporter, producer or editor at each outlet. You can typically get this information by dialing the main news line, and sometimes this information is listed on the outlet's Web site.

Step 2. Get to know your audience

Timing: Now

Visit local media websites to learn more about the media you'll be pitching. Search recent coverage to determine who is covering what topics. Take a look at reporters who have covered Meals On Wheels events in the past in your community – they are often the best point of contact to reach out to with new information. Making sure your information reaches the right reporter or producer is half the battle. Create a document with contact information and notes about each media outlet (if appropriate) so you can tailor your pitch. This document will also help you keep track of your progress and next steps.

Step 3. Practice your pitch

Timing: One to two days before you get on the phone

Craft your pitch, write it down and practice it. Rehearse major points before you pick up the phone. Anticipate potential questions that the reporter may ask. Be prepared to tell them why your topic or event is newsworthy and how it's different from topics or events the media outlet has covered in the past.

Step 4. Share the story

Timing: Email a few hours before getting on the phone

Send your information in the form of a news release or email pitch (samples enclosed) before you contact the reporter. We recommend sharing the news via email, but fax is also fine. Sharing information in advance gives the reporter a chance to assess your story and determine if it meets his/her needs. Make sure you have the correct contact information before you send anything out.

Keep in mind that media in smaller markets tend to have smaller staffs. When you call a local or weekly newspaper, for example, tell the person who answers the phone why you are calling and ask to be directed to the appropriate contact – most likely the Editor, Managing Editor or Features Editor. If you get their voicemail, it is okay to leave a brief message explaining why you are calling with your name and number. When following up with them to gauge their interest in covering the story or event, try to get them live on the phone – don't leave multiple messages on their voicemail. Remember, there's a fine line between being persistent and pestering them.

Feel free to gently remind reporters, when you speak to them, of the materials you have sent. If you say "I'm following up on materials I emailed this morning," or "I'm following up on a message I left earlier this afternoon," the reporter may remember seeing your note or listening to your voicemail.

Step 5. Make your pitch

Timing: Once your materials have reached the media outlet

Call the media outlet and ask to speak with the correct contact person. When the person gets on the line, introduce yourself as a local Meals On Wheels program and tell them your specific location. Ask if they have a few minutes to speak with you. Then, explain why you are calling. Sell the reporter your idea. Remember that reporters receive multiple pitches a day, so make sure yours stands out. Be knowledgeable about the topic before you pick up the phone, and offer to put the reporter in touch with local volunteers, seniors or experts, depending on what story you are trying to tell.

After answering any questions, thank them for their time and let them know your contact information in case they need to reach you.

Sample pitch:

"Hi. This John Smith from Meals On Wheels in Springfield calling. I am following up on the information I sent about the We Are Meals On Wheels campaign – a new initiative to support our goal of ending senior hunger in America. Do you have a minute to talk about what we're doing here in Springfield to realize that goal? I think your readers/viewers/listeners would be very interested in learning more about..."

Step 6. Arrange an interview

Timing: TBD based on reporter's schedule/needs

If the reporter/producer passes on the opportunity, thank them for his/her time. There may be an event or story down the road that piques their interest.

If they express interest in the story, secure a convenient time for them to conduct interviews; phone the individual(s) being interviewed and set up the call (note: You should be part of the

call if possible). Confirm that the reporter/producer has a copy of your press release. Determine/confirm the time and specifics of the interview (live or taped for TV; in-person or via phone for radio or print). Finally, determine when the coverage is scheduled to air/appear.

Based on your experience with the reporter, make notes in your original media document. For example, if a reporter tells you he/she is busy, but would be interested in future stories, make a note to pitch to them again next time. If a reporter says that someone else might be a better contact, get their information and add it to the grid, replacing the individual who declined the story.

How to Generate Media Coverage

Securing media coverage can be challenging, even when you have a great story to tell, but there are several ways to increase your chances of success.

The following are some recommendations to earn interest from the media and from the community in general:

1. Secure a Mayoral Proclamation

Proclamations are considered ceremonial documents and are provided as a public service by the Mayor's Office. They are relatively simple to obtain and can provide you with the news you need to kick-start awareness of Meals On Wheels in your community.

Depending upon the size of your city, you can contact the Mayor directly or work with a staff member or aide within the Mayor's office. Usually there is a standard application form for such proclamations. Keep in mind that it can take a city up to one month to complete a proclamation request, so if you are planning to issue a proclamation around a specific event, plan ahead as much as possible.

After you have obtained a proclamation, you can use it to schedule photo opportunities with the Mayor, elected officials and other local VIPs relevant to the work you are doing or the specific project you are hoping to pitch to the media (e.g., local sports personalities participating in projects, thanking or celebrating volunteers and meal recipients, recognizing a group of student volunteers, etc.).

Sample Letter [feel free to tailor this to specific events and for your community]

Date

The Honorable [Full Name of Mayor]

[Address]

[City, State, Zip code]

Dear Mayor [Last name of Mayor]:

As mayor of [Name of your city/county], you are in an excellent position to assist our local Meals On Wheels program in addressing a serious problem currently plaguing our community and communities across the United States: senior hunger.

Through our local Meals On Wheels program, we are delivering healthy, nutritious meals to homebound seniors in this community every day. Nationwide, our goal is to end senior hunger by 2020, and here in [Insert city] we are making strides towards that goal by delivering to [Insert number] local seniors each [day, week, month, etc.].

Meals On Wheels is focused on the idea that, through our relationships with friends, family and neighbors, senior hunger affects everyone in some way. That's why we look to our network of volunteers for everything from monetary donations, to cooking and delivering meals, and building relationships with our community's elderly population.

We know you share our compassion for the needs of seniors on our community. We are asking you to support these individuals by issuing a proclamation in recognition of all the good work volunteers from Meals On Wheels are doing in [your town] by declaring [insert date] as Meals On Wheels Day. To celebrate this commemorative day, we are planning [insert details on any events or community celebrations that you may plan in conjunction with the proclamation.]

I would be delighted to answer any questions that you may have and can be reached at [your phone number]. You can also email me at [your e-mail address]. On behalf of the many people in our community involved in Meals On Wheels, from volunteers, to donors, to meal recipients, thank you for your attention to this request. I look forward to hearing from you.

Cordially,

[Name]

[Title]

[Meals On Wheels program name]

Sample Proclamation

[City or County] of [State]

Whereas, people from every walk of life inspire the citizens of [State] with their devotion to serving those in our community who have served us for so many years;

Whereas, we believe preventing hunger among the elderly to be of the utmost importance;

Whereas, we applaud people everywhere who give their time and energy to providing for the needs of seniors in our community;

Whereas, the city of [City] is the home of thousands/millions of people who, through friends, family, or neighbors, are affected by senior hunger;

Whereas, citizens of [City] are joining with people across the country to achieve the goal of ending senior hunger by the year 2020 on the first annual Meals On Wheels Day on the [date] of [month], 2011;

THEREFORE BE IT RESOLVED, that I, [Mayor's name], Mayor of the City/County of [City], do hereby proclaim [month date], 2011, as the first annual

Meals On Wheels Day

In [City]

Because together, we are Meals On Wheels, so no senior goes hungry.

2. Stage Events & Photo Opportunities

Another way to get the media's attention is to stage an event or a photo opportunity. Special events or fundraisers are photo opportunities the media may be interested in covering, but whatever makes your local activities unique will be of the greatest interest. If you have any standout or signature events or traditions, be sure to pitch those events to media – it's possible that a reporter would be interested in covering the event, or that a local news station would be able to send a camera out to capture the presentation.

Sometimes local media outlets will cover ceremonial check presentations, depending on the impact on the local community and the number of VIPs involved (e.g., the donor or group of donors, the Mayor or other dignitaries). If you are working with a school, community group or other partner who has raised a significant amount of money that they are donating to your Meals On Wheels program, this may be an opportunity to create a ceremonial check and arrange a presentation. Make sure you determine a convenient date and time for both the donors and Meals On Wheels volunteers, and invite the Mayor or other elected officials to be part of the presentation.

You can also stage a photo opportunity and arrange for someone such as a freelance photographer (or a talented volunteer) to take the photo (it may be helpful to call your local newspaper and ask for recommendations). Choose the best photo and email it along with a caption to local print media, with the photographer's credit. Following are some hints for staging a successful photo opp.

- Forget grip and grin shots. Action shots are preferable (e.g., volunteers cooking or interacting with meal recipients).
- Make sure the Meals On Wheels logo (your local logo) is visible in the picture. This can be in the form of a hanging banner, sign, flyer or logo on a T-shirt – there are options for printing some of these types of materials included in your Member toolkit. Create a delicate balance – too much branding is a turn-off to the media, making it less likely that they will use the photo.
- Groups of people are a great visual. This is why larger events, including groups of volunteers, can make especially good photo opportunities.

A short time after your event or promotion, follow up with your media contact again. If they attended the event, make sure they have everything that they need and ask if they would like any more information. Ask when they plan to write/air the story. Let them know you're looking forward to seeing the coverage.

You can also follow up with print media you reached out to who didn't attend. Ask them if they would like a photo from the event or if they would like for you to re-send the press release or media alert. The opportunity to secure media placements doesn't end until the contact tells you they aren't interested.

3. Illustrate Your Hard Work in Action

As another way to create a feature, you can explore ways to showcase the work Meals On Wheels does in action. Invite media or a local dignitary to experience a “day in the life” as a Meals On Wheels volunteer, showing all the different ways volunteers can make a difference.

You can even pursue a “We Are Meals On Wheels” series with a local newspaper or TV outlet that features various volunteers and Member staff showing the role that they play and explaining why Meals On Wheels is important to them.

Sample Press Release

Contact: John Smith
(123) 555-0000
jsmith@email.com

MEALS ON WHEELS OF KANSAS CITY ENCOURAGES COMMUNITY TO END SENIOR HUNGER

More than 300 community members turn out for picnic and fundraising drive

Kansas City, MO, September 5 – Meals On Wheels of Kansas City, an organization devoted to ending senior hunger, hosted a Labor Day picnic and fundraising event in Penguin Park today to encourage the community to rally against senior hunger.

This event marks the kick-off of “We are Meals On Wheels,” a national effort focused on ending senior hunger and recruiting individuals and groups alike to get involved by volunteering or donating to Meals On Wheels of Kansas City.

More than 300 community members attended the festivities, including Mayor Johnson, who encouraged the citizens of Kansas City to do their part in ending senior hunger by declaring September 5 “Senior Support Day in Kansas City.” Children, college students, and parents alike enjoyed yard games and snacks before sitting down to eat and hear from a few Meals On Wheels VIPs – program beneficiaries and volunteers.

“I know people – we all do – who are aging and don’t have the support that they need,” said Grace Trilling, a meal delivery volunteer. “I just had no idea that there were six million people in the U.S. in that situation. Now that I’ve met some of the people benefiting from Meals On Wheels deliveries in our community, I know that I can make a difference in improving the lives of local seniors.”

“Meals On Wheels has been delivering meals to seniors for decades, but we know that as long as there are seniors out there who aren’t getting the regular meals they need, we’re not doing our job,” said Jane Doe, Director of Meals On Wheels of Kansas City. “This effort is all about bringing this issue to the surface. We want people to know that there are so many ways they can be a part of Meals On Wheels, working toward the day when no senior goes hungry.”

Meals On Wheels of Kansas City is currently seeking volunteers to cook, deliver, and provide support at future events. Those interested in joining Meals On Wheels can learn more by calling Meals On Wheels of Kansas City at (123) 555-0000, or at www.mowaa.org, on Facebook at www.facebook.com/mowaa, and on Twitter, @_MealsOnWheels.

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Sample Media Advisory

Meals On Wheels Labor Day Picnic & Fundraiser

WHAT:	<p>Meals On Wheels of Kansas City, a Meals On Wheels program serving over 1,400 seniors in the Kansas City area, will host a barbecue this Labor Day to bring community members together to rally against senior hunger.</p> <p>On September 5, 2011, attendees will hear from Meals On Wheels leadership, volunteers, and beneficiaries as they launch a new national effort to end senior hunger, "We are Meals On Wheels." Before and after the presentation, community members will enjoy yard games and a lunch cooked by the same Meals On Wheels volunteers who prepare meals for so many local seniors.</p> <p>This family-friendly event encourages community members to join the fight against senior hunger by learning about the different volunteer opportunities available to both groups and individuals.</p>
WHEN:	<p>Monday, September 5, 2011 11:00 am – 3:00 pm Free to the public (donations accepted)</p>
WHERE:	<p>Picnic Grounds at Penguin Park Kansas City, MO</p>
WHO:	<p>Speakers will include: Mayor Jim Johnson, Mayor of Kansas City Jane Doe, Director, Meals On Wheels of Kansas City Grace Trilling, Meals On Wheels volunteer Chris Smith, Meals On Wheels beneficiary</p>
MEDIA CONTACT:	<p>John Smith (123) 555-0000 jsmith@email.com</p>

Social Media Tips & Tricks

Establishing a presence in social media networks has a number of advantages that can help you tell the story of Meals On Wheels in your community. Plugging into a social media platform like Facebook, Twitter or YouTube will allow you to easily share diverse content such as pictures, videos and podcasts. Most notably, it facilitates creating a community around your programs, which enables engaging in two-way interactions between you and your audience.

While there are many benefits to starting a social media program, it's important to thoughtfully consider a few questions before jumping in.

- **What are our goals online?** Creating and sustaining a social media presence can be a great decision for any organization, but it's vital to define what you hope to achieve to avoid any sort of "why are we here?" moment that could bog down your efforts. Also, knowing what success looks like (whether it's gaining followers or inviting people to an event) means you can measure your progress, which is helpful for tweaking and adjusting your plan over time.
- **What resources can we devote to social media?** Running a successful social media program can be time consuming. Understanding your organization's limitations will prevent getting overstretched and help you focus on what your organization can do well. For example, if you only have time to update Twitter once a day, it might not be the best investment of your time.
- **Where is your audience?** The success of any social media effort hinges on being able to reach and engage a large group of your audience. Who are you reaching? Students? Journalists? Seniors? Consider where they might be getting information online, or if they themselves are on Facebook or Twitter, before embarking on a social media program.

Once you've determined if social media is right for you, and you're ready to get started, there are a number of best practices that can help build and engage your audience:

- **Be conversational and human.** Users are more likely to respond to other users that sound "human" and use easy to understand language. Post updates in a voice that you'd use to talk to a volunteer. Also, think of your content as the beginnings of a conversation. How are you encouraging other users to respond and interact with what you are sharing? Posing questions or soliciting opinions are a great way to do this ("Hey Cleveland – where would you like us to consider a new Meals On Wheels delivery route? Send us a message to tell us!")
- **Be responsive.** When another user attempts to interact with you, try to respond as promptly as reasonably possible (within an hour or so is preferable). This will help build that important two-way dialogue.
- **Be generous.** Two big reasons people join social networks is to gain access to information that they might not easily find and to be recognized. Regularly sharing useful information or research is a good practice for gaining credibility and authority. Also, while sharing relevant content that you

generate is important, providing links to relevant content from credible sources is also appreciated. When another user gives you a good piece of content (an interesting news article or blog post) or meaningful engagement, recognize them to your wider audience (“Thanks to @katiesmith for sharing the Dispatch article today – <http://www.link.com>”). It will boost your bond with that user, and will build your reputation within your community.

- **Promote your content and enable sharing.** Make sure your audience knows you have started participating online. Include a story in your newsletter about what kinds of content you’ll be providing online, and in what ways you hope they will interact with you. Place “Follow us” buttons and a scrolling feed of your tweets or Facebook posts on your homepage. Also, including “Like” and “Tweet” buttons above articles in your online newsletters, blogs or otherwise on your website will help your readers spread your content to a wider audience which can lead to more followers.

Leveraging Social Media around Announcements or Events:

A 24/7 news cycle means that information travels quickly (and sometimes out of our control). If you are considering using various social media channels to supplement your media outreach efforts by reaching out directly to fans and followers, here are some tips to consider:

- **Facebook.** If you typically use your Facebook page to spread the word about local events and initiatives your Meals On Wheels program is involved in, consider using your Facebook page to post information related to stories you are pitching. A word of caution, however: Refrain from posting news story specifics until after you have pitched the media (if the news appears on your Facebook page first, it could make media feel as though they were scooped and undermine their desire to run the story).
- **Twitter.** As Twitter fans know, Twitter is a quick, easy way to send messages of 140 characters or less to your personal network of followers. Again, refrain from tweeting about your story until after you’ve had a chance to pitch the story to local media.

If local media decides to pass on your story, using social media channels is a great way to engage the local community directly. If the story takes off digitally, it might provide you with another opportunity to revisit the story with local media.

Stay tuned for an overview on using social media in MOWAA’s upcoming Webinar on **September 15, 2011**. We’ll walk through these tips and tricks with you and answer any questions you might have about utilizing social media to its fullest potential!

Public Service Announcements

Many local Meals On Wheels programs use Public Service Announcements (PSAs) to help spread the word about their services, to encourage volunteers or donations or to announce an upcoming event. We have created template PSAs for Meals On Wheels programs to use in local communities, and have left space in these PSAs for you to insert your local Meals On Wheels program logo to increase relevance in your community.

These PSAs (which are available in print and broadcast format) can be downloaded on the MyMOWAA and Studio sections of the MOWAA Web site. They are also included in electronic format on the jump drive that accompanies this toolkit. The Studio is a great resource for customizing these PSAs, as well as ordering other materials.

We encourage you to use these PSAs in your community by reaching out to local media (TV stations, newspapers or even recreation centers) – often times, media will donate space for PSAs to run from local nonprofit organizations. You can also use these PSAs as flyers that you can post on your local grocery store bulletin boards or at recreation centers.

If you have questions about the customized PSAs, please contact MOWAA's graphic designer, Lindsay Garrett, at 703.548.5558 or lindsay@mowaa.org.

[SEE APPENDIX A FOR SAMPLE PRINT PSAs]

Car Decals

Also included in this toolkit (and available online) are templates for “We Are Meals On Wheels” car decals or stickers. You can arrange to have these printed by contacting MOWAA to place an order that can be customized with your local Meals On Wheels program logo, or by working with a local print vendor in your community.

These materials might serve as a fun “freebie” to pass out at community events or to ensure that all of your local drivers have a car decal to identify the great work they are doing every day.

If you have questions about ordering these stickers/decals, please contact MOWAA’s graphic designer, Lindsay Garrett, at 703.548.5558 or lindsay@mowaa.org.

[SEE APPENDIX B FOR SAMPLE CAR DECAL TEMPLATE]

Branded Merchandise

“We Are Meals On Wheels” merchandise can be another valuable piece of collateral for your local campaign. These items can serve as giveaways, thank you gifts or raffle prizes, and will help to drive community exposure to the “We Are Meals On Wheels” branding.

A link to the merchandise site, WeAreMOWStore.org, is in the MyMOWAA section of mowaa.org. Some items require a minimum purchase, and all will be shipped directly to your local address.

If you have questions about ordering merchandise, please contact MOWAA’s graphic designer, Lindsay Garrett, at 703.548.5558 or lindsay@mowaa.org.

[SEE APPENDIX C FOR SAMPLE MERCHANDISE]

Newsletter & Letterhead Templates

In order to maintain a consistent look and feel with the “We Are Meals On Wheels” campaign, we have prepared a sample newsletter template and letterhead for Members to use in communicating with your membership. The letterhead may be used for any written communication, and the newsletter template can be used in place of an existing newsletter or can be used in addition to any current communications, focusing on the “We Are Meals On Wheels” campaign. We have also left a placeholder for Member logos to be inserted into the newsletter to maintain your local focus. An HTML version of this template is available for you to use in e-mail communication – Members will need to update all content into a template form, and a nominal fee is associated with using the email program to send HTML emails.

If you would like a customizable sample of the newsletter template, or if you are interested in using the HTML version of the template, please contact MOWAA’s graphic designer, Lindsay Garrett, at 703.548.5558 or lindsay@mowaa.org.

[SEE APPENDIX D FOR NEWSLETTER AND LETTERHEAD SAMPLES]

Style Guide

We have prepared a Style Guide to encourage proper use of the Meals On Wheels Association of America logo and the “We Are Meals On Wheels” campaign visual identity. We encourage MOWAA Members to use these visuals on internal and external materials to promote the “We Are Meals On Wheels” campaign and to properly use the MOWAA logo when necessary. If you have any questions about proper use of the visuals presented in this style guide, please contact MOWAA’s graphic designer Lindsay Garrett at 703.548.5558 or lindsay@mowaa.org.

[SEE APPENDIX E FOR STYLE GUIDE]

Grant Opportunities

Our MOWAA team is enthusiastic about this new campaign, and we hope you share our excitement. Together, we can leverage this platform to raise awareness of senior hunger and grow our volunteer base nationwide.

In addition, by choosing to use the items in this toolkit and to execute communications outreach in your program's local community as part of the "We Are Meals On Wheels" campaign, you become eligible to apply for a Walmart Foundation-MOWAA We Are Meals On Wheels Public Awareness Incentive Grant Award. As part of the grand application process, you will be required to submit media placements garnered from your "We Are Meals On Wheels" campaign. As we do for March For Meals, MOWAA will recognize a select number of applicants with Public Awareness Incentive grant awards at the following levels:

Platinum – \$2,000

Gold – \$1,500

Silver – \$1,000

Bronze – \$500

You can also compete for additional funding by applying for any or all of the various creative award categories described below:

- "Most Watched TV PSA"
 Demonstrate how your program promoted "We Are Meals On Wheels" on your local television networks.
- "Most Listened to Radio PSA"
 Demonstrate how your program utilized local radio stations to promote "We Are Meals On Wheels" in your community.
- "Most Visible"
 Demonstrate how your program promoted "We Are Meals On Wheels" via print PSAs, printed materials and posters in your community.
- "Billboard Photo Competition"
 Submit a picture of your program's favorite volunteer, senior client or staff member in front of your "We Are Meals On Wheels" billboard.
- "Window Decal Competition"
 Provide a picture of your program's "We Are Meals On Wheels" window decal on an interesting vehicle.
- "Best Use of Logo"
 Incorporate the "We Are Meals On Wheels" logo in your program's campaign materials in a creative and unique way.

- “Best Use of Social Media”

Indicate the innovative ways your program implemented the “We Are Meals On Wheels” campaign through your social media networks.

The grant application period will begin on January 3, 2012, and can be accessed on the www.mowaa.org website in the My MOWAA section under “Grant Opportunities.” The deadline to submit a grant application is January 30, 2012. Incentive Grant Award Applicants will be notified of their application status by March 1, 2012.

APPENDIX A

Sample Print Public Service Announcements

(For Broadcast PSAs, please visit the Studio and MyMOWAA sections of mowaa.org)



SUSIE
Meals On Wheels Volunteer
Maryland

“I always knew I’d enjoy volunteering for Meals On Wheels, but there were a lot of unexpected benefits to my experience.

The more I got to know the seniors on my delivery route, the more comfortable I felt—and the more I looked forward to seeing them again. It was as if I’d knocked on my own grandmother’s door; she lived alone and would have loved it if someone stopped by to bring a meal and chat. I’m proud to be part of a network of volunteers that provides a much-needed service and builds lasting relationships with seniors in our community.”

Join us at www.mowaa.org or contact your local Meals On Wheels Program.



WE ARE
Meals On Wheels
So no senior goes hungry.



www.nevaas.org



A meal, and so much more.

Each day, the largest volunteer network in America delivers more than a million meals to seniors struggling with hunger. Along with those meals, our volunteers deliver dignity and compassion. But with more than six million seniors in America who do not have access to regular meals, there's work to be done. By being a part of the Meals On Wheels volunteer network, you can deliver the hope that together, we can end senior hunger.

Join us at www.mowaa.org or contact your local Meals On Wheels Program.

WE ARE
Meals On Wheels
So no senior goes hungry.



www.nevaaa.org

APPENDIX B

Sample Car Decals

WE ARE
Meals On Wheels
So no senior goes hungry™

WE ARE
Meals On Wheels
So no senior goes hungry..

APPENDIX C

Sample Merchandise



APPENDIX D

Sample Newsletter Template and Letterhead

WE ARE

Meals On Wheels

So no senior goes hungry.



KANSAS CITY MEALS ON WHEELS | AUGUST 2011



Clara Smith Turns 100!

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Kansas City Meals On Wheels Hosts First Annual Fall Picnic



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5 Ways to Engage Students As Volunteers

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Members Prepare for Holiday Season



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AUGUST 1, 2011

KANSAS CITY MEALS ON WHEELS | KANSASCITYMOW.COM

XXX.XXX.XXXX

Upcoming Events

July 30

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August 13

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September 3

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Volunteer Spotlight



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APPENDIX E

Style Guide