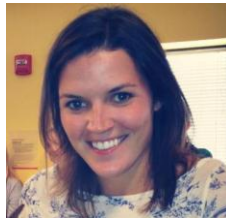




WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA™

MARCH FOR MEALS 101 WEBINAR

Wednesday, January 22, 2014
3:30 p.m. EST



Presenter:

Jenny Bertollette
Communications Director
jenny@mowaa.org
571-339-1603

QUESTION:

Has your program participated in
March for Meals in the past?



- YES
- NO



MARCH FOR MEALS 101 WEBINAR

What we'll cover today:

- What is March for Meals?
- Why should your program get involved?
 - What's new this year?
 - What do Members think?
 - Questions & Answers



What is the March for Meals campaign?

The 12th annual March for Meals campaign is a community-by-community nationwide celebration of the Meals on Wheels programs that keep our senior neighbors happy and healthy.

We celebrate by:

- Mobilizing hundreds of programs across the country to reach out to their communities and build the support that will sustain them all year long.
- Leveraging the effective partnership between programs and the businesses, organizations, governments and volunteers who give so generously in their communities.
- Raising awareness for the needs of seniors in our communities and the benefits we provide.



Why should your program get involved?

- Spotlight the needs of local seniors and the positive impact of your services.
- Boost your program's fundraising and volunteering as you leverage a national campaign.
- Take advantage of national attention to attract more potential supporters to your events and activities.
- Utilize tools that make participation easier than ever before.
- Apply for unrestricted cash grants to feed more seniors.



What's new this year?

- Logo and Branding
- National Website & Promotional Video
- Celebration Registration
- Mayors For Meals → Community Champions Week
- Planning Checklist and Additional Tools
- Merchandise Credit and Discount
- New Unrestricted Cash Grant Levels



www.marchformeals.com

Join the March to Support Your Senior Neighbors!

ABOUT MARCH FOR MEALS | ABOUT MEALS ON WHEELS | ABOUT SENIOR HUNGER | ABOUT THE ASSOCIATION | TAKE PART

The 12th annual **March for Meals** campaign is a community-by-community nationwide celebration of the Meals on Wheels programs that keep our senior neighbors happy and healthy.

So, move over March Madness! Because in this march, everybody wins!

PLAY VIDEO

FIND A CELEBRATION NEAR YOU

SENIOR NUTRITION PROGRAMS | PRESS AND MEDIA RESOURCES | EVERYBODY TAKE PART



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Celebration Registration

ABOUT MARCH FOR MEALS | ABOUT MEALS ON WHEELS | ABOUT SENIOR HUNGER | ABOUT THE ASSOCIATION | TAKE PART

Find a March for Meals Celebration Near You

Below is a frequently updated list of Senior Nutrition Programs that have registered their March for Meals events with the Meals on Wheels Association of America. To get involved locally, we suggest you reach out to them directly to see what they have planned throughout March.

march for meals Meals on Wheels

If you would like your program to be included, register your involvement at mowaa.org/marchformeals-registerprogram. New additions may take up to 48 hours to appear on this list. Contact lauren@mowaa.org with questions or concerns.

2014 March for Meals Celebrations

Register Your Senior Nutrition Program

To registering your program as a local March for Meals celebration, you will be linked on mowaa.org/marchformeals-celebrations on that potential supporters and press directed to the national site can find events and activities in your area!

Program:

City:

State:

Campaign Contact Name:

Campaign Contact Email:

Campaign Contact Phone:

Website:

Brief Description of Event:

Senior Nutrition Program	City	State	Phone
City of Kansas-Animal Senior Services	Kansas	Alabama	807-283-4156
Mobile Meals of Tucson	Tucson	Arizona	520-622-1600
Respite Meals on Wheels	Resperate	California	951-683-7131
Meals on Wheels Greater San Diego, Inc.	San Diego	California	619-276-4000
TLC Meals on Wheels	Centennial	Colorado	303-796-7642
Grand River Meals On Wheels	Wife	Colorado	970-626-6422
CHES, Inc.	Georgetown	Delaware	302-266-5187
Neighborhood Center Meals on Wheels	Neenah	Delaware	562-727-2747
Meals on Wheels	Fort Myers	Florida	239-337-1000
Deerisle Council on Aging Meals on Wheels	Kalamazoo	Florida	407-647-2144
Meals on Wheels, Etc.	Saraland	Florida	407-333-8877
Chaplan County Aging Program	Jesseland	Georgia	770-693-4853

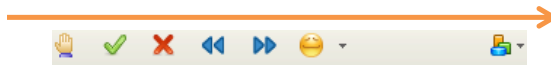
Register your celebration at mowaa.org/marchformeals-registerprogram!
Contact Lauren Fielder at lauren@mowaa.org or 571-339-1621 with any issues.



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NEXT QUESTION:

Has your program participated in Mayors For Meals in the past?



- YES
 NO



What's Community Champions Week?

During the third week of March for Meals – **March 17 through March 21** – programs invite Community Champions to deliver meals and speak out to help spotlight our efforts in the media.

Change is good:

- Enhances what was previously known as Mayors For Meals
- Instead of just one day, we have stretched the opportunity to a week-long celebration
- Invites more than just mayors – includes all elected officials, prominent community figures, local celebrities, etc.

Register Champions at mowaa.org/marchformeals-registerchampion!



How do I get my hands on an unrestricted cash grant?



- 1

If you're not yet a Member, join the Meals On Wheels Association of America by February 28, 2014.
- 2

Leverage the national **March for Meals** campaign to support fundraising and volunteering in your community.
- 3

Tell us what you've accomplished throughout the campaign.
- 4

Receive an unrestricted cash grant based on your effort.



How are grants determined?

Grants ranging from \$500 to \$10,000 will be given to Member programs based on their performance in the following categories:

<ul style="list-style-type: none"> ▪ Usage of Toolkit Materials Including Name and Logo ▪ Participation of Community Champions ▪ Other Community Events & Engagement ▪ Outreach and Press ▪ Clarity and Completeness of Written Application 	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Grand Prize</td> <td style="padding: 5px; text-align: right;">\$10,000</td> </tr> <tr> <td style="padding: 5px;">Gold Level</td> <td style="padding: 5px; text-align: right;">\$5,000</td> </tr> <tr> <td style="padding: 5px;">Silver Level</td> <td style="padding: 5px; text-align: right;">\$2,500</td> </tr> <tr> <td style="padding: 5px;">Bronze Level</td> <td style="padding: 5px; text-align: right;">\$500</td> </tr> </table>	Grand Prize	\$10,000	Gold Level	\$5,000	Silver Level	\$2,500	Bronze Level	\$500
Grand Prize	\$10,000								
Gold Level	\$5,000								
Silver Level	\$2,500								
Bronze Level	\$500								

*Affiliated State Associations are now eligible for cash grants from a separate pool of funding. For more information, email membership@mowaa.org.

For more information, visit mowaa.org/marchformeals-grants.

How do I access the merchandise credit and discount?

Purchase all the supplies that will help bring life, energy and fun to your campaign at the March for Meals Merchandise Store.



Member Bonus:

First \$50 of merchandise is on the Association!
10% off all purchases!



We have so much more to share!

Join us for just \$150 a year.

Only Association Member programs in good standing as of Feb. 28, 2014 are eligible to apply for March for Meals grants and cash in on the merchandise discounts.

Contact membership@mowaa.org or call **888-998-6325** for more information!



March for Meals Timeline

Now – Feb. 28	March 1	March 17 -21	March 31	April 18	May
Plan Local Activities & Recruit Community Champions	March for Meals Begins	Community Champions Week	March for Meals Ends	Grant Applications Due	Grant Recipients Announced



NEXT QUESTION:

Do you think your program will participate this year?



- YES
- NO



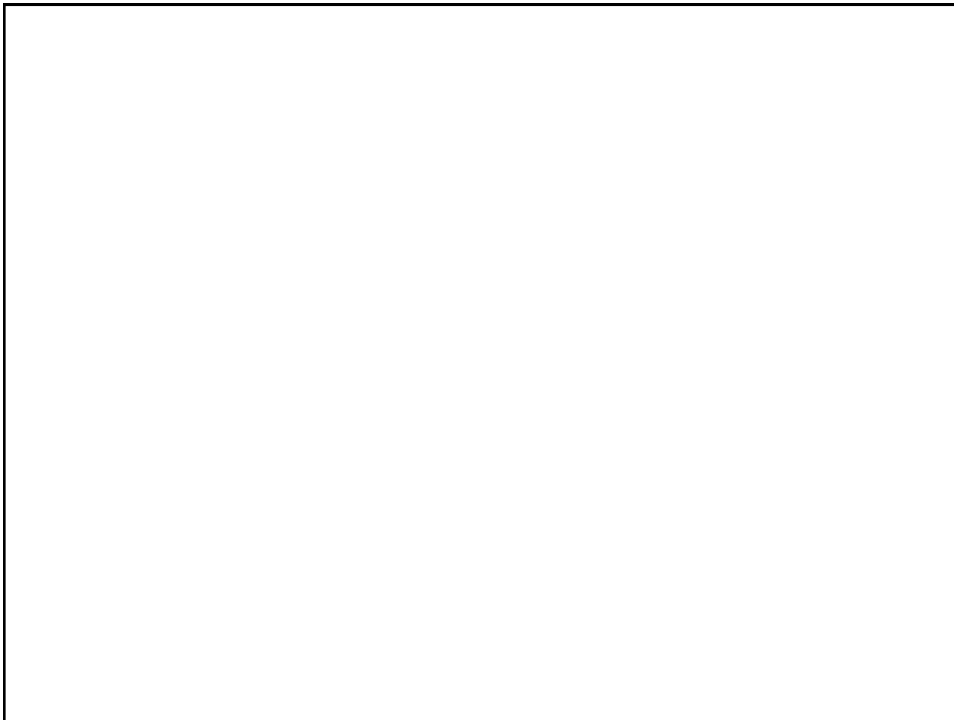


Questions or Feedback?

Jenny Bertollette
Communications Director
jenny@mowaa.org
571-339-1603

To join, contact membership@mowaa.org
or call **888-998-6325** for more information.

A recorded version of this webinar will be emailed to all participants and can also be found
at mowaa.org/marchformeals-programs within the next few days.



Meals On Wheels

LEADERSHIP ACADEMY

Upcoming Webinar Opportunities

Thursday, January 30th Susan Wilder presents “Fundraising Front and Center”

Thursday, February 20th Katie Campbell presents “Integrating Ethics in Your Work with Volunteers and Staff”

To register go to www.mowaa.org/webinars