

Meals on Wheels of RI Elected Officials

- Governor Chafee-Kick off and meal delivery.
- Entire Congressional delegation delivered meals in their district.
- Nine Mayors delivered meals in their towns.
 - Executive Director delivered with the Governor, Congressional Delegation and one Mayor.
 - Volunteers assisted with two Congressional Delegation and eight Mayor deliveries.



Meals on Wheels of RI Sponsorships

- Once we had confirmation from elected officials, we invited corporate sponsorship.
- Informative letters sent with follow up calls to CEO/Senior VP
- CVS targeted due to name recognition
- Sponsorship packets
 - Level ranging from \$500 to \$5000
 - Lower levels received website mention
 - Higher levels received opportunity to ride along with elected official of their choice.



Meals on Wheels of RI Kick Off Event

- Kick off event was held at our offices with Gov. Chaffee making a few remarks, presenting us a State Proclamation and heading out to deliver meals.
- The event was well attended by TV and print media, area Mayors, and representatives of our sponsors
 - Two top sponsors were given the opportunity to speak.
 - One sponsor rode with ED in Governors vehicle to deliver meals.



Meals on Wheels of RI Media and Press

- An overview PR sent earlier in the month to all media outlets
- Individualized PR sent prior to each delivery to appropriate media outlets.
- Invited to a Community segment that aired on all Cumulus radio stations in the area.
- Invited to local morning news show with a volunteer.



Meals on Wheels of RI Appeal Letter

The final fund raising piece was an appeal letter sent to approximately 2,500 existing donors.



Senator Reed and CVS VP



Gov. Chaffee and Webster Bank VP



Rep. Cicilline and Volunteer





Meals on Wheels
OF RHODE ISLAND

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