



# “SHARE THE LOVE” 101 WEBINAR

Wednesday, November 6, 2013  
3:30 p.m. EST

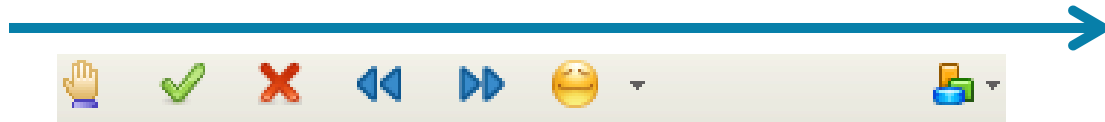


## **Presenter:**

Jenny Bertolette  
*Communications Director*  
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# QUESTION:

Is your program currently a Member of the Meals On Wheels Association of America?



- YES
- NO

# “SHARE THE LOVE” 101 WEBINAR

## What We’ll Cover Today:

- What is the Subaru “Share the Love” event?
  - Why should my program get involved?
- How do I access the money raised by Subaru?
  - How are awards determined?
    - How do I get started?
  - What do Members think?
    - Questions & Answers

# What is the Subaru “Share the Love” event?

- From November 21, 2013 to January 2, 2014, Subaru will donate **\$250** for every new Subaru vehicle sold or leased to the customer's choice of charity.
- The Meals On Wheels Association of America is a chosen “Share the Love” charitable partner for the sixth consecutive year.
- This year, Subaru is hoping to double its total contribution to \$10 million.
- During the event, Meals On Wheels Member programs engage their communities and local dealerships to increase awareness of the campaign and help end senior hunger.
- Association Members can access the funds raised by applying for a grant award.



# Why should my 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 ride the coattails of an internationally recognized company.
- Receive unrestricted grant funds to feed more seniors.
- Generate awareness of the campaign so that more new Subaru owners check the box next to Meals On Wheels.
- Utilize tools that make participation easier than ever before.



# NEXT QUESTION:

Has your program participated in the “Share the Love” event before?



 YES

 NO

# How do I access the money raised by Subaru?

**1**

**Leverage the power of the Subaru brand to support fundraising and volunteering in your community.**

**2**

**Tell us how you've been involved throughout the campaign.**

**3**

**Receive a grant award based on your effort.**

# How are awards determined?

Grand Prize - \$35,000

Second Prize - \$25,000

## Large Programs: (2013 Overall Expense Budget of \$2 million+)

First Prize: \$15,000

Second Prize: \$10,000

Third Prize: \$5,000

Merit Awards: \$500 - \$4,000

## Medium Programs: (2013 Overall Expense Budget of \$1 million to \$2 million)

First Prize: \$15,000

Second Prize: \$10,000

Third Prize: \$5,000

Merit Awards: \$500 - \$4,000

## Small Programs: (2013 Overall Expense Budget of less than \$1 million)

First Prize: \$15,000

Second Prize: \$10,000

Third Prize: \$5,000

Merit Awards: \$500 - \$4,000



**We have so much more to share!**

**Join us for just \$150 a year.**

Only Association Member programs in good standing as of Nov. 15, 2013 are eligible to apply for "Share the Love" grant awards.

Contact [membership@mowaa.org](mailto:membership@mowaa.org) or call **888-998-6325** for more information!

# How do I get started?

WE ARE  
**Meals On Wheels**  
ASSOCIATION OF AMERICA™

Log into MyMOWAA

SEARCH

ABOUT US SENIOR HUNGER MAKE AN IMPACT MEMBERSHIP SHORTCUTS



GREAT MEMBER OPPORTUNITY!  
Leverage a Global Brand  
to Help End Senior Hunger  
November 21, 2013 – January 2, 2014

Get Started Today



- Subaru "Share the Love" Event
- Weathering the Storm
- Sequestration IMPACT
- National Resource Center On Nutrition and Aging
- Take Action Now

**DONATE NOW**

Support Our Work >

**FIND A MEAL**

Locate a Local Program >

**TAKE ACTION**

End Senior Hunger >

**TAKE THE PLEDGE**

Take The Pledge >

**JOIN US**

Become a Member>

## Blog

What I Learned in Five Days on a Senior's Food Stamp Budget

Thursday, October 3, 2013

Advocacy Officer to Embark on SNAP Challenge

Tuesday, September 24, 2013

Fall-proofing Your Home

Friday, September 20, 2013

## Video



WATCH THE VIDEO ▶

Watch Mrs. Curtiss' Story

## News

Meals On Wheels Association of America Receives \$350,000 Grant from AARP Foundation to Fund Research Study

Wednesday, October 09, 2013  
10:00:00 AM

Meals On Wheels Association of America Joins NANASP to Issue Joint Statement Regarding the Impact of the Federal Government Shutdown

Monday, October 07, 2013 4:53:00 PM



WE ARE  
**Meals On Wheels**  
ASSOCIATION OF AMERICA™

# “Share the Love” Timeline

Now – Nov. 20, 2013	Nov. 21, 2013	Jan. 2, 2014	Jan. 16, 2014	Feb. 2014
Plan Partnership & Activities	“Share the Love” Event Begins	“Share the Love” Event Ends	Grant Award Applications Due	Awards Announced

# NEXT QUESTION:

Do you think your program will participate this year?



- YES
- NO



## Questions? Webinar feedback?

Jenny Bertollette  
*Communications Director*  
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To join, contact [membership@mowaa.org](mailto: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/subaru-toolkit](http://mowaa.org/subaru-toolkit).*



## Upcoming Webinar Opportunities

November 7, 2013 – John Feather presents *“Successful Corporate and Foundation Fundraising for Non-Profits”*

December 5, 2013 – Susan DeWitt Wilder presents *“Fundraising Front and Center”*

December 10, 2013 – Debra Askanase presents *“Recipe for Social Success: Social Media Staffing, Culture, Budget, and Policy”*

To register go to [www.mowaa.org/webinars](http://www.mowaa.org/webinars)