



MEALS on WHEELS
AMERICA

VIRTUAL TOWN HALL: SHARING THE LOVE IN 2016

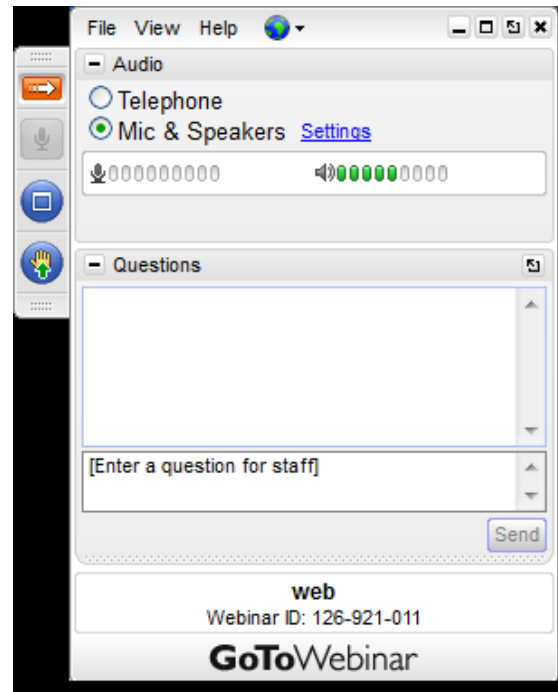
Friday, October 7, 2016

WELCOME

Ask questions at any time using the box on the Control Panel

This orange button on the upper right of your screen shows or hides the control panel

Type your questions and comments here



TODAY'S PRESENTERS



ELLIE HOLLANDER

PRESIDENT AND CEO



COLLEEN CLARK

DEVELOPMENT DIRECTOR



JENNY BERTOLETTE

VP OF COMMUNICATIONS

TOWN HALL AGENDA

- i. Our Subaru Partnership
- ii. 2016 Share the Love Event overview
- iii. Where we stand amongst other partners
- iv. What's new this year
- v. How we'll share the revenue
- vi. What participation looks like
- vii. Eligibility
- viii. Tools and resources available
- ix. Getting started
- x. Q & A

CELEBRATING NEARLY A DECADE OF PARTNERSHIP



MORE THAN \$10 MILLION RAISED FOR THE
MEALS ON WHEELS NETWORK

NEARLY 1.44 MILLION MEALS DELIVERED TO
SENIORS IN NEED

THE SHARE THE LOVE EVENT

- During their popular year-end sales event, Subaru donates \$250 to the customer's choice of participating charities for every new vehicle sold or leased.

THIS YEAR'S EVENT: November 17 – January 3

- As a Member of Meals on Wheels America, you can opt to join fellow programs in rallying your communities around the Share the Love Event through retailer partnerships, awareness-raising events and other forms of outreach.
- **OUR MAIN GOAL: Drive Subaru sales and increase the selection of Meals on Wheels America when customers are selecting their charity of choice.**



WHERE WE STAND AMONGST OTHER PARTNERS



WHAT'S NEW AND DIFFERENT THIS YEAR

1. All-new Revenue Share model including self-selected participation levels, easier reporting and greater financial incentives for Members successfully promoting Share the Love and selecting Meals on Wheels America as the charity of choice
2. New and improved Member Support including Share the Love Ambassadors

HOW WE'LL SHARE THE 2016 REVENUE

- As your program increases its level of participation, you will qualify for additional shares of the Meals on Wheels America revenue generated in your state.
- At minimum, your program must complete **at least 4** of the approved participation activities.

LEVEL ONE – AT LEAST 4 ACTIVITIES COMPLETED – 1 SHARE

LEVEL TWO – AT LEAST 6 ACTIVITIES COMPLETED – 1.5 SHARES

LEVEL THREE – AT LEAST 8 ACTIVITIES COMPLETED – 2 SHARES

- At the end of the Event, Meals on Wheels America will verify your activities through the brief Final Activities Report, determine your program's participation level and tally up all the "shares" in your state.

REVENUE SHARE EXAMPLE

Say we have three Member programs participating in the Share the Love Event in the state of Alabama.

- Member #1 participates at level one (1 share)
- Member #2 participates at level two (1.5 shares)
- Member #3 participates at level three (2 shares)

In total, there are 4.5 shares in Alabama.



If Subaru generates \$12,000 of Meals on Wheels America revenue in Alabama, each share will be worth \$2,666.67 ($12,000 / 4.5$ shares) and each program would receive the following distribution based on their level:

- Member #1 (1 Share) = \$2,666.67
- Member #2 (1.5 Shares) = \$4,000.01
- Member #3 (2 Shares) = \$5,333.34

WHAT PARTICIPATION LOOKS LIKE

Social Media

- ✓ At least 4 original Facebook posts
- ✓ At least 10 original Tweets
- ✓ At least 5 Instagram posts

Traditional Media*

- ✓ At least 1 event mention in local media outlet
- ✓ At least 1 major story on Subaru partnership
- ✓ At least 1 advertisement in a local media outlet

Direct Correspondence*

- ✓ At least 1 standalone email to supports
- ✓ At least 1 newsletter article
- ✓ At least 1 blog post
- ✓ At least 1 direct mail piece

Promotional Event

- ✓ Incorporation in at least 1 already existing event
- ✓ Execute At least 1 local activation event with partnering Subaru retailer

Other

- ✓ Produce at least 1 video and share through various channels
- ✓ Create at least 1 co-branded piece of collateral



4 ACTIVITIES – 1 SHARE
6 ACTIVITIES – 1.5 SHARES
8 ACTIVITIES – 2 SHARES

HOMETOWN CHARITIES – ½ SHARE

REVENUE SHARE ELIGIBILITY

1. **Your program must be a Meals on Wheels America Member!** If you are not, or would like to check your program's Membership status, contact membership@mealsonwheelsamerica.org.
2. You must register your program's participation in the Share the Love Event online through our **Local Event Activation Form** no later than Thursday, November 17.
3. You must complete **at least 4** of the participation activities between November 17, 2016 and January 3, 2017.
4. Member programs must verify their participation activities by submitting a **Final Activities Report** online no later than Friday, January 13, 2017.

Learn more at www.mealsonwheelsamerica.org/sharethelovetoolkit.

SHARE THE LOVE AMBASSADORS



Sue Aistrop
Klein Life
Philadelphia, PA



Amy Atchley
Meals on Wheels
Central Texas
Austin, TX



Ariana Barbour
Meals on Wheels
San Antonio
San Antonio, TX



Debbie Case
Meals on Wheels
San Diego County
San Diego, CA



Luanne Hinkle
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San Diego County
San Diego, CA



Sarah Hunter-Lascoskie
Berks Encore
Reading, PA



Katie Jantzi
FeedMore
Richmond, VA



LuAnn Oatman
Berks Encore
Reading, PA



Karl Robillard
Meals on Wheels
San Francisco
San Francisco, CA



Tony Staser
Meals on Wheels People
Portland, OR

MEMBER SUPPORT

1. Share the Love Ambassadors
2. On-Demand Webinars – *coming soon!*
3. Online Share the Love Member Toolkit
 - Find a Subaru Retailer near you
 - Local event activation tips and ideas
 - Publicity templates and messaging tools – *coming soon!*
 - Approved logos and other graphics – *coming soon!*
 - Member Badge Download
 - Participation Level Rubric
 - Revenue Share Eligibility Info
 - FAQ
4. Share the Love Coach

Allison Nalley at allison@mealsonwheelsamerica.org or 571-339-1620.

Get started at www.mealsonwheelsamerica.org/sharethelovetoolkit.

GETTING STARTING

1. Add a Meals on Wheels America Member badge to your website
2. Reach out to the Subaru Retailer(s) in your area
3. Brainstorm local event activations and outreach that will drive sales and Meals on Wheels America selections in your community
4. Determine which of the approved Participation Activities you feel your program can realistically complete
5. Submit a Local Event Activation Form by Nov. 17
6. Utilize the approved templates, logos and messaging
7. Document all of your activities (photos, screen grabs, links)
8. Submit a Final Activities Report by Jan. 13

QUESTIONS?

Please the brief survey that will pop up after the Webinar ends.

Share the Love Member Toolkit

www.mealsonwheelsamerica.org/sharethelovetoolkit

Share the Love Coach

Allison Nalley

allison@mealsonwheelsamerica.org

571-339-1620

Looking to join Meals on Wheels America?

Contact membership@mealsonwheelsamerica.org.

THANK YOU!