

DON'T STOP *engaging*

Meals on Wheels' Don't Stop Now campaign asks businesses and individuals to continue the spirit of generosity that took place during the COVID-19 pandemic to help change the lives of vulnerable seniors across America. While many of us go on with our daily lives, we cannot forget about the millions of seniors who remain in isolation.

As one way to continue supporting homebound seniors, we're matching companies who want to make homemade, hand-written greeting cards with local Meals on Wheels programs across the country. Programs will deliver your employees' cards to seniors alongside our nutritious meals, letting them know that we won't stop caring about them.

Taking part in our letter-writing initiative is simple.

1. Select a designated point of contact for your company. Starting on September 8, a short form on our campaign microsite will be available to provide the following information:
 - Full Name
 - Company
 - Email
 - Phone
 - Preferred geography to send cards

2. Within a few days, you will receive an email from someone on our team matching you with local Meals on Wheels programs. In that email, you'll receive their physical mailing address and corresponding quantities to send to each program.

Please note that while we will ask you to share any markets you'd prefer to send cards, we are unable to guarantee a direct match between company and nearest local programs.



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3. All companies are asked to create a minimum of 100 cards but are encouraged to make more. We'll ask that you track the number of cards your company makes and send us any photos of your employees and their families making cards as appropriate.
4. Once employees have made their cards, they should physically mail them to a centralized location – the designated point of contact selected above is responsible for collecting and tracking all cards sent.
5. Once all the cards are received (preferably within one month), the point of contact will mail batches of cards to the local Meals on Wheels programs they have been assigned.

If you have any questions, please don't hesitate to reach out to our team at development@mealsonwheelsamerica.org for more information.

NATIONAL GUIDELINES FOR CARDMAKING

To help you get started, below are a few guidelines and sample messages to write in your cards.



- Use colorful paper, pens, pencils, crayons, etc.
- Please NO glitter
- Handmade cards are most appreciated
- Use big letters that are easy to read – printing is easiest for most people to read
- Use encouraging messages that apply to anyone
- Please NO religious notes
- Envelopes are optional but in no way required. If using envelopes, please DO NOT seal them
- Your signature is not required – if signing, please use “Your Friend” or only your first name

SAMPLE MESSAGE FOR CARDS

- “I hope you enjoy your meal!”
- “Please know that you are loved and not forgotten.”
- “We hope you have a fantastic day!” – The Jones Family
- “Stay strong – I know times are tough, but we all have so much to be grateful for!”

WHY IT MATTERS

Before the pandemic hit, 1 in 4 seniors lived alone in the country. Limited mobility can make this social isolation even worse for homebound seniors, often leading to loneliness and depression that can lead to a decline in health and overall quality of life. But you and your employees can change that! With a simple gesture of a hand-crafted card, you can make a difference for homebound seniors across the country and remind them that they are not alone.

**KEEP SUPPORTING. KEEP MAKING A DIFFERENCE. AND WE'LL KEEP OUR
SENIORS CONNECTED, NOURISHED AND HEALTHY. #DONTSTOPNOW**