

RECRUITER  
COMMUNICATIONS  
*Toolkit*



# Contents

## 05-07 About Soldiers' Angels Adopt-A-Family Program

- 05 What is the Adopt-A-Family Program?
- 05 How It Works
- 06 Impact
- 07 Program Goal
- 07 Adopt-A-Family Key Messages
- 07 Stay Connected with Soldiers' Angels

## 08 Outreach Templates

- 08 Sample Recruitment Memo

## 08 Promotional Materials

- 08 One-Pager
- 08 Posters
- 08 Program Brochure

## 09 Program Style Guidelines

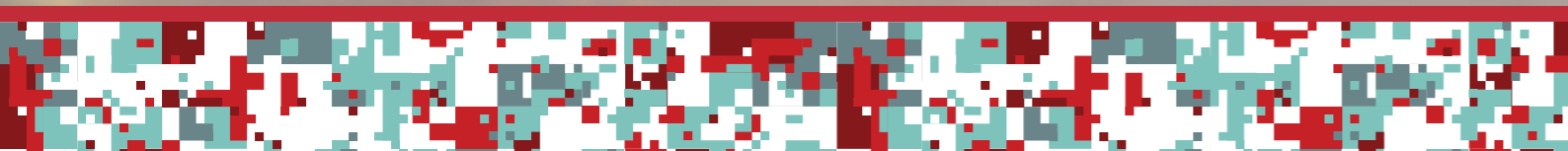
- 09 Program Logo
- 09 Boilerplate



Click on section names  
or page numbers to  
navigate to that page.







“

*“My family was adopted by amazing people through Soldiers’ Angels this past holiday season. I have to say we are at a loss for words at how amazing, personalized, and special this holiday season was, not only for our children, but for us as well! We are ever so grateful!”*

- 2020 Adopt-A-Family Participant



## ABOUT SOLDIERS' ANGELS *Adopt-A-Family* PROGRAM

After more than two years of COVID-19-related hardships, many in our military-connected community need us to show our support and gratitude over the holidays. As we near the start of the 2022 holiday season, the Soldiers’ Angels Adopt-A-Family program is focused on ensuring that every service member or veteran’s family is taken care of with a celebration to remember.

### What is the Adopt-A-Family Program?

Affording holiday gifts for your family can be hard. Doing so on deployment and on a military or veteran family budget is even harder. So once again, Soldiers’ Angels is making this holiday season a little easier for our military and veteran families through the Adopt-A-Family program.

The Soldiers’ Angels Holiday Adopt-A-Family program helps businesses, organizations, and individuals support qualified military and veteran families who could use some help providing the holiday celebration their families deserve. Together, we are helping America show its gratitude for the sacrifices our service members and their families are making to defend our great nation.

### How It Works

Veteran and military families in need of additional support this holiday season can visit [soldiersangels.org/adopt-a-family](https://soldiersangels.org/adopt-a-family) between September 7 - December 6, 2022 to learn more and apply.

Once accepted, families are adopted by Soldiers’ Angels sponsors. At minimum, sponsors who adopt a family provide gifts for the children and a grocery gift card to offset the purchase of a holiday dinner and its trimmings.

The following families are eligible based on financial need:

- Deployed service members who are registered and approved for Deployed Support, are an E1-E6, meet income requirements, AND will be deployed through December 25, 2022;
- Honorably discharged Post-911 wounded, ill, or injured veterans; and
- HUD/VASH veteran families.

To be eligible, all military or veteran families must be a legal guardian to one or more children, aged 18 and under, living in the home and not yet graduated from high school.

Once applied, families are placed on a priority placement list. Families who have not participated in Adopt-A-Family in the past and those with the greatest need receive priority.

## 2021 IMPACT

Last year, our sponsoring Angels came out in full force to show their gratitude for our nation's service members, veterans, and their families. In the midst of the second year of global pandemic, volunteers across the country showed gratitude for our military-connected community in amazing ways.



## 2022 PROGRAM GOALS

*We need your help to spread the word to eligible families!*

In 2021, nearly 1,300 families were supported through the Adopt-A-Family program. However, additional sponsors were lined up to adopt even more families. This year, Soldiers' Angels is doubling down on its outreach efforts in order to connect all those who want to show their gratitude to military and veteran families.

The 2022 goal is to increase the number of families supported by at least 10%! Please help us reach 1,400 or more families and get them the support they deserve.

Please see the outreach materials linked below that will help you spread the word about this worthwhile campaign.

### Adopt-A-Family Key Messages

- **Helping Families**

Not every military or veteran family is financially positioned to give their kids the holiday celebration they deserve.

- **Providing Holiday Celebration**

With the help of the Soldiers' Angels Holiday Adopt-A-Family program, businesses, organizations, and individuals are connected to military and veteran families who could use some help providing the holiday celebration their families have earned.

- **Sharing Gratitude**

Together, we are helping America show its gratitude for the sacrifices our deployed service members, their families, and our veterans have made to defend our great nation.

“

*“My kids got a true blessing from Soldiers' Angels and the volunteers that stepped up and helped the children. It means more than you will ever know that there was smiles on 3 children on Christmas! I'm sure grateful for the blessings they received! Thank you!!”*

- 2020 Adopt-A-Family Participant



### Stay Connected with Soldiers' Angels

Since its founding, Soldiers' Angels has built one of the largest volunteer armies in the U.S. philanthropic community, with hundreds of thousands of “angel” volunteers assisting veterans, wounded and deployed personnel and their families.

In 2021 alone, through the work of Soldiers' Angels volunteers, more than:

- **982,141** service members, veterans and family members were supported;
- **28,084** veterans across the country were provided with food assistance;
- **32,923** care packages sent to deployed; and
- **182,616** letters and cards mailed to deployed, veterans, and caregivers.

Numerous opportunities are available throughout each calendar year for the military-connected community to receive support. To learn how your community can receive additional and ongoing support, view our [Get Support page](#), or contact the office directly at 210-629-0020 or [info@soldiersangels.org](mailto:info@soldiersangels.org).

## Outreach TEMPLATE

Following two years of hardships due to COVID-19, we want to make this year's Adopt-A-Family program the best one yet for our service members, veterans, and their families! Help us spread the word about this program to ensure that holiday support is given to every eligible family. We've created an Adopt-A-Family sample recruitment memo for you to share with your community and encourage families to participate in the program. Items highlighted in red are for you to fill in with content specific to your organization and situation before sharing.

### Sample Recruitment Memo

[Click here](#) to view and download the Sample Recruitment Memo.

## Promotional MATERIALS

We've created promotional items to help you spread the word about the Soldiers' Angels Adopt-A-Family program and recruit families to participate! Some items are in a Word document format, with space for you to fill in with your specific information. These materials are available for you to share electronically with your community and/or to print out if you have the opportunity to recruit in-person.

### One-Pager

[Click here](#) to view and download the program one-pager.

### Posters

Click the following links below to view and download the sample posters.

[Family Recruitment Flyer](#)

[Volunteer Recruitment Flyer](#)

### Program Brochure

[Click here](#) to view and download the program brochure.

## Program Style GUIDELINES

### Program Logo

[Click here](#) to view and download the program logo.



### Boilerplate

Soldiers' Angels Adopt-A-Family is an annual program operated by Soldiers' Angels, a national 501(c)(3) nonprofit that provides aid, comfort, and resources to the military, veterans, and their families. Founded in 2003 by the family of General George Patton, hundreds of thousands of Soldiers' Angels "Angel" volunteers assist veterans, wounded and deployed personnel and their families in a variety of unique and effective ways. (Tax ID# 20-0583415).

Learn more at [www.soldiersangels.org](http://www.soldiersangels.org).





Thank You!



[HolidaySupport@soldiersangels.org](mailto:HolidaySupport@soldiersangels.org)



[Soldiersangels.org/adopt-a-family](https://Soldiersangels.org/adopt-a-family)



210-629-0020