



VOLUNTEER &
ORGANIZATION
COMMUNICATIONS

Adopt-A-Family Toolkit



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“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 register for holiday support starting in mid-September of each year. During this registration period, military families provide Soldiers’ Angels with a variety of documents that validate their military or veteran status, as well as their income level. Although this program is not specifically designed to only support military or veteran families that fall within a certain income bracket, the program does give priority to families based on income.

Once the families complete the registration process and provide the necessary paperwork, their information is added to our database to be “adopted” for the holidays. That’s where you come in!

After you complete your registration to support the Soldiers’ Angels Holiday Adopt-A-Family program, you will have access to our database of families available for ‘adoption.’ You will be able to view their branch, if they are the family of a deployed service member or a veteran family, and also family details – including how many children, ages of the child(ren), and a wishlist of items the child(ren) would like for their gifts.

Once you select a family to adopt, it’s time to get shopping! You will be responsible for providing gifts for each child, as well as a grocery gift card for the family to purchase their holiday meal. You are also responsible for getting the items to your families. Most of the time, sponsors ship the gifts to the family. However, in some cases, if you are in the proximity of your adopted family and **if the family agrees it is okay to do so**, you can arrange to drop off the gifts in person.

You’ll be able to connect with your family via phone and/or email to work out the delivery details. **In the event you are unable to make contact with your family, please notify Soldiers’ Angels immediately so we can help to make the connection.**

Program FAQs

Below are just a few quick FAQs that will help you get started, but please be sure to visit the [FAQ's page](#) on our website and review the Frequently Asked Questions for Team Angels and/or Frequently Asked Questions for Businesses before you start shopping for your family! Those pages will lay out the full process of participating in the Adopt-A-Family program.

Q. Why do I need to register as a Team Angel in order to participate?

A. Registering to be a Soldiers' Angels Team Angel and donating \$1 per month or \$12 annually is our way to ensure you are who you say you are. Since we are connecting you directly with military and veteran families who will be sharing sensitive details with you, including their address and phone number, this is a way that we can ensure our families are being supported by businesses and individuals who have their best interest at heart.

Q. I'm interested in adopting a family for the holiday season, but I am not sure I'll be able to support the family myself. Can I get my friends/family/church/office involved?

A. Absolutely! Creating your own "team" of people to support a family is an excellent way to provide for your adopted family and get your community involved. Only one member of the group will need to register as a Team Angel and then your entire "team" can work to meet the family's needs.

Q. I had such a great time supporting my family, can I adopt another family?

A. Yes! When you are registered as an individual, you can adopt up to 3 families as long as you can provide the minimum requirements to each family. If you have a large group, organization, or business that would like to support more than 3 families, please ensure that you have registered as a "Business Angel" and not a "Team Angel." If you accidentally registered as a Team Angel, please reach out to us ASAP and we'll correct your registration.



2022 PROGRAM GOALS

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.

But this does mean that families go fast! Please keep that in mind and try to select a family early in the season or as soon as they become available. While we wish we could match every sponsor with their ideal family (for example, a family in the same city or state, a family in a specific branch, etc.), please note that this is not always a possibility. However, even if the families don't match your exact parameters, it is very important that we support all registered families!

Adopt-A-Family KEY MESSAGES

- Helping Families**
 Not every military or veteran family is financially positioned to give their kids the Christmas or winter holiday 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.



Spreading THE WORD

If you've been involved with Soldiers' Angels in the past, you likely already know that we rely on the support of our Angels and volunteers to help spread the word about the great work that we accomplish together.

As an organization with a 96% Efficiency Rating, meaning \$0.96 of every dollar goes to our programs, we take every donated dollar very seriously. That means that we don't spend money on fancy ads or expensive TV commercials in order to recruit military/veteran families or individuals, groups, and businesses like you to help support them.

Instead, we rely on word of mouth and our stellar connections within the military and veteran space. We could use your help! As you begin your Soldiers' Angels Adopt-A-Family journey, please consider the ways you could help spread the word about what you are doing and what Soldiers' Angels does for the military and veteran community.

After more than two years of 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 and your involvement to ensure that holiday support is given to every eligible family.

Throughout the rest of this toolkit, we'll identify ways you, your group, or your business can help amplify our messages and get more people just like you involved in providing support. The items we're providing are tools to help you get the messaging out, but please don't hesitate to use your own creativity too!

Take photos of your wrapping parties or make a video while you're shopping for your family. Do whatever creative idea you have to help spread the word about supporting military families, bring it to life, and be sure to share it with the Soldiers' Angels social media channels, too!

Please see the outreach materials linked below that will help you spread the word about this worthwhile program. Each outreach template includes room for you to personalize the message. Items highlighted in red are for you to fill in with content specific to your situation before sharing.

Sample Press Release

[Click here](#) to view and download the sample press release.

[For Organizations] Sample Internal Memo

[Click here](#) to view and download the sample internal memo.

[For Organizations] Sample Internal Posts

[Click here](#) to view and download the sample internal posts.

[For Organizations] Sample Social Media Posts

[Click here](#) to view and download the sample social media content and corresponding graphics.

[For Individual/Group Volunteers] Sample Social Media Posts

[Click here](#) to view and download the sample social media content and corresponding graphics.

Connect WITH US

Hashtag: #AdoptAFamilySA

Find and tag us at:

- o **Facebook:** @SoldiersAngelsOfficial
- o **Instagram:** @soldiersangelsofficial
- o **Twitter:** @soldiersangels
- o **LinkedIn:** @Soldiers' Angels

Website: SoldiersAngels.org/Adopt-A-Family/

Share YOUR EXPERIENCE

Throughout the duration of the Adopt-A-Family program, we encourage all volunteers to update their social media community about their participation by sharing their own photos, testimonials and experience! Don't forget to use our program hashtag -- #AdoptAFamilySA -- when posting!

Here are step-by-step instructions on how you can help spread the word on social media about your participation in the Soldiers' Angels Adopt-A-Family program and encourage others to share their gratitude through other Soldiers' Angels volunteer opportunities.

Step 1: Take a photo of yourself or your organization sharing gratitude for our veterans and their families through the Adopt-A-Family program. You could be shopping for gifts, wrapping the presents, or traveling to the post office to send your holiday package.

Step 2: (Optional) [Click here](#) and then scroll down to Resources > Marketing Materials and download an Adopt-A-Family social frame. Add your photo and/or message through a program like [Canva](#) and then share how you are supporting on your social channels!

Step 3: Include a message in the post copy about why you've chosen to participate in the #AdoptAFamilySA program and how anyone can share their gratitude for our veterans by visiting www.soldiersangels.org/volunteer.

Step 4: Post it to social media – Facebook, Instagram, Twitter, LinkedIn – tagging Soldiers' Angels and using the hashtag #AdoptAFamilySA. We will be sharing some of our favorites!

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 print out or share electronically with your community.

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.

About SOLDIERS' ANGELS

Soldiers' Angels is 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.

Throughout the pandemic, Soldiers' Angels has been one of the leading nonprofit organizations to provide immediate support and resources to the military veteran community impacted by COVID-19. In the days and weeks that followed the first wave of the COVID-19 pandemic in March of 2020, Soldiers' Angels shifted its deployed, veteran, and caregiver support programs, as thousands of its volunteer "angels" worked tirelessly -and virtually - to provide aid and comfort to the military-connected community.

Since March of 2020, Soldiers' Angels has continued to provide nearly 100% of its pre-COVID programming while also introducing critical COVID-related programming, such as providing medical transport for homeless COVID-positive veterans to get to designated quarantine housing facilities, increasing food assistance to low-income and at-risk veterans and their families through the Veteran Food Distribution program, and more. In addition, Soldiers' Angels was on the frontline of providing snack and hygiene items and even face masks and hand sanitizer to deploying and deployed units activated for COVID relief.

Learn more about Soldiers' Angels deployed, veteran, and caregiver support programs at soldiersangels.org.

More Ways to Stay Involved

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.

Learn how you can become a volunteer "angel" by visiting soldiersangels.org/volunteer.

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.



Thank You!



HolidaySupport@SoldiersAngels.org



Soldiersangels.org/adopt-a-family



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