



## Cupid Crew: Wish of a Lifetime's National Valentine's Day Event

### Independent Crew 2018

*How to join our movement!*

Thank you so much for signing up to be an Independent Crew volunteer for Valentine's Day 2018. We are so excited to have you join our movement. Below is a brief 'how-to' guide with regards to this delivery process. If you have further questions, feel free to email us directly at [Cupidcrew@wishofalifetime.org](mailto:Cupidcrew@wishofalifetime.org).

- 1. Find a senior!** We encourage you to deliver roses to older adult neighbors, family members, friends, or seniors at a local community. If you are having trouble identifying seniors in your life, feel free to search for senior living communities online and call a few! Once you call the senior living community, ask for the program coordinator and ask him/her if she/he would be comfortable with you delivering roses on Valentine's Day. Most communities are thrilled to get roses, but if you have trouble with your outreach, do not fret, feel free to reach out and we will help connect you with facilities that are within our network!
- 2. Find your roses!** After you secure the group that you will deliver to, it is time to get your roses! You are welcome to collect your roses wherever you would like. Wish of a Lifetime encourages you to explain to local florists or stores about the reason behind this special event (including WOL's federal tax exempt number of 26-2123649) and ask for an in kind donation or a rose discount. Most florists are happy to do what they can do help!
- 3. Recruit your friends!** The best part about a Cupid Crew is delivering with your friends! Please write, call or approach your friends about this amazing day of volunteerism. Wish of a Lifetime encourages mass social media outreach and has a team of committed staff that can help coach you through putting your crew together. We recommend 8-10 Cupid Crew members for a successful team!
- 4. Deliver!** This is the best part! On Wednesday, February 14<sup>th</sup>, 2018, head out to deliver roses to seniors in your community. During your delivery, make sure to take the time to learn about your seniors, have a conversation and if you're asked why you are delivering roses, simply say: **"I am here on behalf of Wish of a Lifetime and am so happy to be able to give you a rose for Valentine's Day. We are so grateful for people like you and are excited to be delivering roses as part of a national movement"**. Be sure to take lots of pictures of the new friends that you make during the day. Any photos that are sent to us at [cupidcrew@wishofalifetime.org](mailto:cupidcrew@wishofalifetime.org) or posted on Wish of a Lifetime's Facebook page will be eligible to be part of our national video.
- 5. Reimbursement.** Wish of a Lifetime is thrilled to reimburse for the **first** 1000 roses delivered through this campaign. Each eligible rose delivery will be reimbursed at a rate of 3 dollars and Wish of a Lifetime will reimburse up to 12 roses per person. The reimbursement period will open at 10:00 a.m. EST on Valentine's Day, 02/14/2018. In order to be eligible for reimbursement, volunteers must take a photo of each senior they deliver a rose to. Wish of a Lifetime encourages you to ask your senior recipients for permission before you take their photograph. After your rose delivery is complete, please upload a public post to Facebook with your name, the city that you delivered in, and tag @Wish of a Lifetime (<https://www.facebook.com/wishofalifetime/>). Post multiple photos to earn more reimbursements (up to 12). If you are eligible for reimbursement, Wish of a Lifetime will email you to coordinate reimbursement.