

# NONPROFIT PREMIER PROGRAM

Provided by **Lotsa Helping Hands™**

**Provide constituents, supporters  
and members with access to:**

A web-based caregiving and volunteer coordination platform they can use to create private communities that allow friends, family members, neighbors, and colleagues to more easily assist with the daily tasks that become a challenge during times of medical crisis, caregiver exhaustion, or when caring for an elderly family member.



Lotsa Helping Hands  
**create community**

[www.lotsahelpinghands.com](http://www.lotsahelpinghands.com)

## What does Lotsa Helping Hands provide?

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- Immediate creation of a secure, private web community
- Intuitive use of group calendar for scheduling tasks
- Easy-to-use and customizable sections for facilitating communication among community members
  - *posting of photos*
  - *well wishes*
  - *blogs*
  - *message boards*
  - *resources*
  - *journals*
- Secure storage and retrieval of vital information
  - *general health data*
  - *emergency contacts*
  - *medications*
  - *legal & financial records*

## What is the Nonprofit Premier Program?

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We are committed to supporting the nonprofit sector, and are aligned with national organizations who offer our service to their constituents to further their mission and extend their reach. We are pleased to introduce our **Nonprofit Premier Program** designed to help our nonprofit partners, like you:

- Respond to the programmatic need for your organization to have resources available for family caregivers
- Extend your organization's marketing reach by driving additional traffic to your web site as well as by utilizing the service to display custom messages and promote timely events and activities
- Support your efforts to evaluate and enhance your online presence, in particular the utilization of social media strategies
- Augment development efforts by increasing access to individual donor prospects
- Extend benefits to corporate sponsors, leading to additional revenue for your organization

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**“Do you accept donations? If so, please provide the information on how to make a contribution. The web site I created has been tremendously helpful in coordinating tasks and keeping people around the world connected – I'd like to help support the wonderful service you provide.” – Rene, Virginia**



### About Lotsa Helping Hands

Founded in 2005, Lotsa Helping Hands provides a web-based caregiving and volunteer coordination platform for creating private web communities that allow friends, family, neighbors, colleagues, and church / synagogue members to easily assist family caregivers with the daily tasks that become a challenge during times of medical crisis, caregiver exhaustion, or when caring for an elderly family member.

### Commitment to Privacy

Lotsa Helping Hands is committed to protecting the privacy of all members of Lotsa Helping Hands communities. As stated in the privacy policy in our Terms of Use, personal information will never be sold or given to third parties.



## Imagine this...



**You are a working mother of two. Your husband has just been diagnosed with cancer.**

**Or your sister has been seriously injured in a car accident.**

**Or your father has been diagnosed with Alzheimer's disease.**

**Or your spouse has been deployed.**

In addition to the other roles you fill in life, you are now a caregiver.

For the more than 50 million caregivers in the United States, life is a constant juggling act. Family caregivers often find themselves caring for an elderly parent or a sick loved one while taking care of their own children, and trying to fulfill the demands of work and family. Caregivers provide emotional and physical support to their loved ones, manage logistical tasks that come with providing care, and support other members of the family.

### Many family caregivers in this situation:

- don't identify as "caregivers"
- are not sure know where to turn for help
- are embarrassed or afraid to ask for help

Instead, many shoulder these burdens unaware that their own health and well-being are at risk.

*Today, there is one more way to help family caregivers. Your nonprofit organization can offer family caregivers and those who wish to support them a new resource...Lotsa Helping Hands.*

**"At Lotsa Helping Hands, we believe in the power of community. In the face of the changing economy and increasing demands on all of us, we need one another more than ever to manage daily tasks, especially when balancing work while caring for elderly parents or a sick loved one. And, we know that the nonprofit community is looking for new ways to drive traffic to their websites, build social media strategies into their programs and generate new revenue. We began our business supporting the nonprofit sector and the introduction of this new, comprehensive program is in line with our continued commitment." – Hal Chapel, Co-Founder and CEO**

### **Military Families • Parenting • Schools • Youth Action Programs • Religious Groups**

While the majority of Lotsa Helping Hands communities were initially formed as caregiving coordination communities, many members have gone on to create new communities for other volunteer coordination activities. Thousands of communities have been created solely for the purpose of volunteer coordination – from neighborhood organizing, to play groups, youth action programs, classroom / parent organizing, and high school community service.

**Lotsa Helping Hands™ create community**



## The Result?

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*Your nonprofit organization has access to a dynamic online tool that can be customized regularly to promote key messages, encourage participation and drive donations.*

*Here are just a few features of our Nonprofit Premier Program:*

### **Constituent Engagement:**

Lotsa Helping Hands communities are active, with members often visiting their private community several times throughout the day to sign up for tasks, post a new resource, or simply check in to learn how the recipient and family are doing. By engaging with this audience through messaging and branding, your organization has an opportunity to introduce programs to new constituents and reinforce its value with current supporters.

### **Branding and Messaging:**

Through our Nonprofit Premier Program, you have the opportunity to customize the look of your branded community pages, as well as the messages that are sent to individual community members.

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**“I was touched to learn of your organization. So often we rely on strangers for assistance, forgetting the age-old tradition of calling on family and friends. Thanks for helping bring the ‘Old Fashioned Way’ of serving our neighbor back to the forefront. Congratulations!” – Lisa, Maryland**

### **Marketing Support:**

Lotsa Helping Hands is pleased to include a comprehensive mix of marketing support for partners that join our Nonprofit Premier Program. We have in-house marketing experts who are eager to work directly with your team to ensure that the customizations within the communities and the external promotions used to make individuals aware of the service are realized. We believe that with proper messaging and promotion, your branded coordination service can generate a great number of communities with captive audiences that will support your organization’s ongoing efforts.

### **Potential Revenue:**

There are several opportunities for your organization to generate revenue from the Nonprofit Premier Program. You can post links to specific fundraising campaigns and include a “Donate” button on your branded community pages. In addition, you can offer exposure to corporate sponsors for additional revenue and support.

### **Technology Simplicity:**

Lotsa Helping Hands prides itself on the development of a technology-based service that does not require training, but rather is intuitive and easy to use for the average individual with little online experience. All communities are hosted on Lotsa Helping Hands secure servers, and we provide 24/7 community member support by phone and email.



## Our Nonprofit Premier Program

Our Nonprofit Premier Program allows you to provide a branded version of the Lotsa Helping Hands service to your constituents as a cost-free resource to make their lives easier, reduce their stress, and increase affinity with your organization.



### What's the Starter Page?

The Starter page, found at the web address [www.YourOrg.lotsahelpinghands.com](http://www.YourOrg.lotsahelpinghands.com), is the link where visitors to your website will find the branded caregiving coordination service.

### What's the Community Page?

Once someone creates a private caregiving coordination community from the branded Starter page, this coordinator — and all the other members invited into this community — can sign in and begin using the many features available within the Community pages, including the coordination calendar, community message board, resource pages, and well wishes wall.





## Creating a private community is easy...and requires no training

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1. Visitors to your organization's website in search of resources for support can click on the "Lotsa Helping Hands" link.
2. In less than 2 minutes, they can create (either for themselves or for another family member or friend) a private web-based caregiving coordination community, e.g. 'Debbie's Helpers'.
3. As a coordinator of this new community, this person may also add additional coordinators and community members.
4. Using our standardized templates, the coordinators (in consultation with the recipient / family) create new activities requiring assistance including meals delivery, rides, and other tasks.
5. Whenever members sign in to 'Debbie's Helpers', the system automatically displays activity calendars showing open volunteer opportunities.

## The next time a patient or family caregiver is in crisis and someone asks "What can I do to help?" – the answer is easy

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1. Other family members, friends, and neighbors provide their name and email address to the community coordinators to be added to 'Debbie's Helpers'.
2. The new member signs in with their private password and immediately sees the various tasks requiring volunteer help, whether it's a meal on Monday, Wednesday, Friday nights for the next six weeks, or twice-a-week rides to medical appointments.
3. The member can instantly sign-up by clicking on a specific task. Lotsa Helping Hands automatically sends confirmation emails to the family and coordinators, and email reminders one month, one week and one day prior to a commitment.
4. In addition to the coordination and tracking of volunteer activities, the system provides additional community building features including posting of announcements, blogs, well wishes, photos, and resources.

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**"Just wanted to acknowledge you for this immensely wonderful service. It's amazing to think of all the people helped by this web site. I'm especially grateful for how our family was helped, and I believe that my son-in-law's healing was greatly assisted by how easy it was to coordinate those who wanted to help. Thank you so very much!" – Connie, Missouri**

### Contact us to learn more

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