

# AARP Foundation:

DMAW Lunch & Learn: Rapid Response

March 15, 2018

The logo for the AARP Foundation, featuring the word "AARP" in a bold, sans-serif font with a registered trademark symbol, followed by the word "Foundation" in a similar font. A white wavy line is positioned above the logo.

**AARP**<sup>®</sup> Foundation

# Why AARP & AARP Foundation?

## ***AARP Social Impact Commitment:***

- Enhancing the quality of life for all as we age—not just serving our members—is a core part of our mission

Since 2010, in response to select disaster events, AARP and AARP Foundation (AARP's affiliated charity) have:

- launched more than 10 disaster campaigns
- distributed nearly \$13 million in grants to more than 165 organizations

# Why AARP & AARP Foundation? What?

- **Matching Gift Funds**

- Serve as incentive for AARP members to further their giving
- Funds provided by AARP and AARP Foundation
  - range from \$250,000 to \$1.5 million based on scope/scale of event
- Without funds would not launch a campaign

- **Disaster Campaign**

- Focus is primarily digital to launch quickly

- **Grants to Orgs Providing Disaster Support**

- Foundation Grants Team works to identify and distribute grants with focus on:
  - Serving low-income older adults
  - Food security and housing

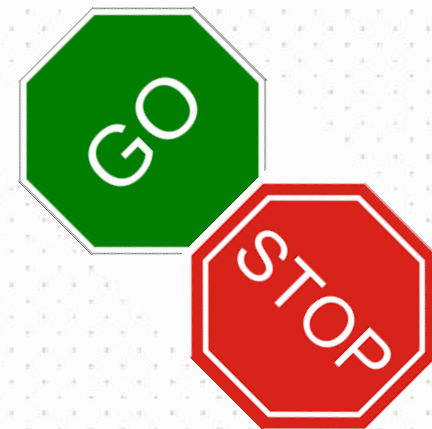
# Phase I: Planning & Guiding Principles

- **External Factors**

- Focus on events that impact a significant geographic and/or population areas
- Media attention and awareness of event
- Timing to launch campaign within context of media “window” and other internal schedules

- **Internal Factors**

- Leadership support & commitment
  - Streamlined to 3 key decision makers
    - AARP CEO
    - AARP Foundation President
    - AARP Foundation SVP/CDO
- Willingness to quickly evaluate an event and make decision to commit match funds



# Phase II: Campaign Launch

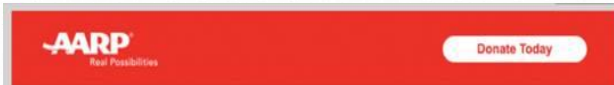


- Timing is **KEY**
- Goal to deploy email solicitation within 3 working days of Leadership approval
- In parallel to Leadership discussion:
  - Notify key staff to put them on stand-by
  - Submit data request
  - Draft email & donation copy; images

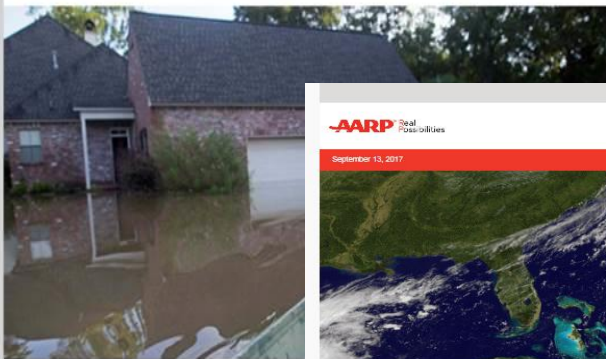
# Phase II: Campaign Launch



- Keep it simple
  - We use a similar template for all emails
  - What members are most familiar with



## Help Flood Victims in Louisiana



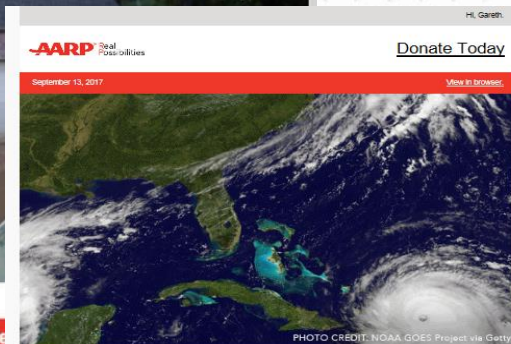
Donate

Over the past few weeks, historic flooding in Louisiana has affected 40,000 homes. It is the worst natural disaster since Hurricane Sandy. Many have lost everything. In the days following the destruction, the damage could be even more severe.

AARP Foundation has created a relief fund for Louisiana floods — especially the thousands of homes affected. To respond to the immediate need, we are offering a dollar-for-dollar match — dollar for dollar — contributions up to \$10,000.

Working with the AARP Louisiana state office, we have raised to organizations providing relief and every dollar will make a difference.

**Please make a generous gift today to support our efforts in Louisiana.**



Donate Today

## Help Victims of Hurricane Irma

Two weeks after the country faces the aftermath of Hurricane Irma, we watched as a second massive hurricane, Hurricane Jose, hit the Caribbean and southeastern US with damaging winds and rains.

The shocking destruction has left thousands of homes destroyed. After one of the largest hurricanes in the region, people will be returning to find their homes in shambles.

Recognizing the immediate and long-term needs of the coming days, weeks and months, AARP Foundation has responded with a relief fund for victims of Hurricane Irma. The Miami Dolphins organization has donated to a total of \$750,000.

Working with the AARP state office and the U.S. Virgin Islands alone, we will direct 100 percent of all recovery support to disaster victims.

AARP Foundation is proud of Stephen Ross, owner of the Miami Dolphins, for his generous match to support our relief fund.



## Help the Victims of the Nepal Earthquake



Donate Today

On Saturday, a 7.8 magnitude earthquake rocked Nepal and neighboring countries with devastating force, killing thousands of people, injuring thousands more and causing widespread destruction.

**AARP** Foundation®

# Phase II: Campaign Launch

- Stand up as different elements are approved and ready

*Example- Hurricane Harvey:*

- Foundation.org homepage and Facebook ad will be in place before email launches
- Over 2-7 days leverage web & digital resources available across AARP & Foundation

## Activities

### 8/29:

- Promo on Tom Joyer Morning Show (directed to vanity URL)
- Press Release: National office and Texas State office
- FB & Twitter posts
- AARP.org brownbar alert
- Fnd.org billboard

### 8/30

- AARP GOI email
- AARP Daily Email letter
- NewsNow
- Fnd.org billboard (ongoing)
- AARP.org brownbar alert (ongoing)

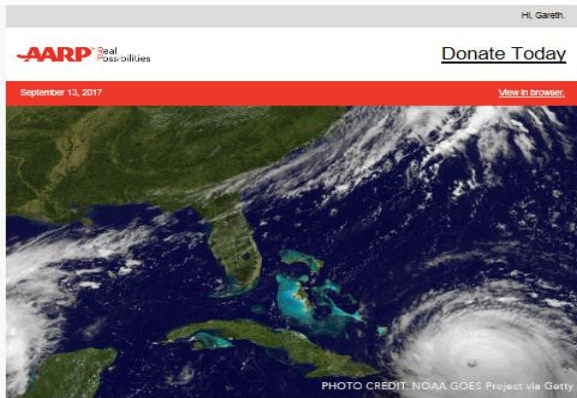
### 8/31

- AARP.org billboard
- Fnd.org billboard
- AARP.org brownbar alert (ongoing)

### 9/1

- AARP Webletter
- AARP.org billboard
- Fnd.org billboard

# Phase II: Campaign Channel Examples



## Help Victims of Hurricane Irma

DONATE TODAY

Two weeks after the country faced record-shattering rainfall from Hurricane Harvey, we watched as a second massive storm — Hurricane Irma — ravaged the Caribbean and southeastern United States with significant storm surge flooding, damaging winds and rains.

The shocking destruction has left tens of thousands homeless and communities destroyed. After one of the largest mandatory evacuations in U.S. history, many people will be returning to find their homes and communities without power or shambles.

Recognizing the immediate and longer-term challenges so many will face in the coming days, weeks and months — especially people over age 50 — AARP Foundation has responded with the creation of a relief fund to support the victims devastated by Hurricane Irma. To meet their needs, AARP Foundation and the Miami Dolphins organization will match — dollar for dollar — [contribution to a total of \\$750,000](#).

Working with the AARP state offices in the southeastern United States, Puerto Rico and the U.S. Virgin Islands along with relief organizations working in the Caribbean, we will direct 100 percent of all funds raised to organizations providing relief and recovery support to disaster victims. **Every dollar will make a difference.**

*AARP Foundation is proud of its partnership with the Miami Dolphins and the Stephen Ross, owner of the Miami Dolphins, for his generosity in being a part match to support those affected by Hurricane Irma.*

## AARP Foundation

### Hurricane Irma Disaster Relief Campaign



Orient Bay on Saint-Martin after Hurricane Irma.



NOAA's GOES satellite taken on September 07, 2017.



Fort Myers, FL two days after Hurricane Irma.

### Help Seniors Affected by Hurricane Irma

Help send emergency relief to the victims of Hurricane Irma — right now, AARP, AARP Foundation and the Miami Dolphins organization will match contributions dollar for dollar up to a total of \$750,000 to respond to the urgent need in the region. Every gift counts.



### FEATURED STORY

## Drink Up: This Beverage Could Help You Live a Longer Life



### FEATURED PICKS


-  [Help Victims of Hurricane Irma: Donations Matched](#)
-  [12 Best U.S. Train Trips to Take This Fall](#)
-  [10 Surprising Facts About Social Security](#)



You could be earning FREE reward points.




GIFT CARD



**AARP Foundation**

18 hrs · 🌐

The destruction caused by Hurricane Irma has left tens of thousands of people homeless and countless communities destroyed. Join AARP Foundation, AARP and the Miami Dolphins organization in sending emergency relief to affected areas and we will match contributions dollar for dollar up to a total of \$750,000.



**Donate: Hurricane Irma Relief Fund**

Give today and double your impact.

FOUNDATION.AARP.ORG  
Not affiliated with Facebook

[Donate Now](#)

1 Comment

[Share](#)

Rush Aid to Hurricane Irma Victims, and Your Gift Will Be Matched Up to a Total of \$750,000. [Donate](#)

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# Phase III: Post Campaign & Follow Up

- **Onboarding:**
  - Welcome message to recognized their support
  - Start to introduce them to AARP Foundation



Dear Pam,

On behalf of all those affected by Hurricane Harvey -- thank you, sincerely, for your generous emergency gift. So far, we've raised more than \$1,720,786 -- and \$1.5 million will be matched dollar for dollar by AARP and AARP Foundation. We'll give you an update on how these funds are being distributed shortly.

In addition to helping seniors struggling in regions affected by the recent hurricanes, AARP Foundation works year-round all across the country -- to address the needs of older Americans who are facing problems related to hunger, housing, income, isolation, or breaking crises like this one. In the fight to help vulnerable older Americans meet their basic needs, our greatest resource is supporters like you.

**Pam, I'm hoping that you'll take two minutes now to share a little bit about why helping seniors is important to you.**

[Can you answer four short questions, starting with the one below?](#)

1. What do you think is the biggest struggle that seniors face today?
  - a. [Hunger](#)
  - b. [Unsafe or unaffordable housing](#)
  - c. [Social isolation and loneliness](#)
  - d. [Poverty and unemployment](#)

[Take the questionnaire](#)



# Phase III: Post Campaign & Follow Up

- **Stewardship Report:**

- Critical to report back to donors on how much was raised and how their funds were distributed
- This information helps to maintain donor's trust in AARP & AARP Foundation as good stewards
- Strive to distribute email to disaster donors within 8-12 weeks of campaign launch
  - Will include update in future cultivation messages to full house file

# Phase III: Post Campaign & Follow Up



Dear Friend,

Thanksgiving is a time to give thanks for all the blessings in your life. At the top of my list is *you*, and everything you do to help struggling seniors.

Friend, it means so much to know I can count on your support of AARP Foundation in times of need. And in the past year, you've made a real, meaningful difference in the lives of older Americans. Just look at what we've done together in the past few months alone:

## We served hungry seniors a double portion of help

We outdid ourselves at the second annual "Celebration of Service," where 4,000 volunteers converged on the National Mall to pack over 1.5 million nutritious meals for D.C. area seniors on September 11 and 12. (Plus, more than 21,000 people signed their names in support of this effort -- they're all there, in fine print on the banner below!)



## We delivered aid to seniors facing natural disasters

When flooding threatened lives and homes in Louisiana, AARP Foundation donors came to the rescue of local seniors. With the generous support of more than 7,400 donors and matching gifts from AARP and AARP Foundation, we were able to distribute \$1 million in aid to groups helping with recovery efforts. And just last month, this community responded again as Hurricane Matthew battered the Caribbean and southeastern United States. Our supporters generously donated more than \$260,000 in aid, which was matched dollar for dollar by AARP and AARP Foundation -- proving that no matter what crises low-income seniors face, we're ready to leap into action to help those in need. To learn more about how emergency funds were distributed in Louisiana, [click here](#).



Thank you, Friend



When Hurricane Harvey devastated Houston, TX, and surrounding areas, we issued an urgent call for help. You answered it.

You and thousands of other donors opened your hearts and help older Americans affected by the storm. Together with AARP and AARP Foundation -- increased from our original \$2 million to \$3.2 million -- the overwhelming response -- this outpouring of support is on their feet.

Thanks to your generosity, a special grant of more than \$2 million from the Texas Association of Community Action Agencies, which will help income 50+ households in the Houston area. Additionally, more than \$1 million was granted to Rebuilding Together Houston, which will provide grants to ensure that homes are suitable and safe for seniors to age in place.

Special grants have been made to the following organizations helping vulnerable older adults:

- Texas Association of Community Action Agencies
- Rebuilding Together Houston
- YWCA Houston
- Baker Ripley
- Interfaith Ministries/Meals on Wheels
- Houston Food Bank
- Bread of Life
- Evelyn Rubenstein Jewish Community Center
- The Montrose Center
- St. Bernard Project USA
- Chinese Community Center
- HOPE Clinic
- OCA -- Greater Houston
- Boat People SOS -- Houston
- Greater Houston Community Foundation
- Texas Access to Justice Legal Relief Fund
- Lone Star Legal Aid
- Texas RioGrande Legal Aid
- Legal Aid of Northwest Texas
- Southeast Texas Regional Planning Commission



Dear Kristen,

Thanksgiving is a time for us all to reflect on all the blessings of our lives. And *you*, Kristen, are at the top of my list because of everything you do to help struggling seniors.

It means so much to know I can count on your support of AARP Foundation in times of need. In the last year, people like you have made a real, meaningful difference in the lives of older Americans. Just look at what we've done together in the past few months alone:

## Thanks to you, hurricane-stricken seniors are on the road to recovery

Once again, generous AARP Foundation donors have risen to the occasion to assist seniors affected by natural disasters. As Hurricanes Harvey, Irma, and Maria brought devastation to the southern United States, Puerto Rico, the U.S. Virgin Islands, and the Caribbean, more than **35,000 donors opened their hearts** to contribute to relief efforts.

- When Hurricane Harvey struck, generous supporters and a \$1.5 million matching gift from AARP and AARP Foundation (increased from \$1 million due to the overwhelming response) allowed us to distribute more than \$3.2 million in aid to groups helping seniors recover and rebuild.
- When Hurricane Irma battered the Caribbean and Gulf Coast residents, this community stepped up again -- this time supported by a combined matching gift of \$750,000 from AARP, AARP Foundation, and the Miami Dolphins organization, which allowed us to distribute \$1.5 million to recovery efforts.
- And when Hurricane Maria hit shortly after, compassionate donors rose to the occasion once more, making use of a \$250,000 match to donate more than \$100,000, with support still coming in for Puerto Rico and the U.S. Virgin Islands.



• Messages are personalized

# Phase III: Post Campaign & Follow Up

- **Re-solicitation:**

- Based on timing, new 2017 disaster donors were included in the larger EOY FR Campaigns
- reduced the frequency of asks and utilized lift notes to recognize their support

## November

	Cultivation	Msg #1	Msg #2	Msg #3	Msg #4
Housefile –	11/9	11/13	11/16	11/20 (liftnote)	11/22
Housefile – new emergency donors	11/9	11/13 (liftnote)	-	-	11/22 (liftnote)

## December

Audience	Holiday Card	Message #1	Message #2	Message #3	Message #4 (3 AM)	Message #5 (noon)	2018 Kickoff Message
Housefile MRHPC	Mon 12/18	Thu 12/21	Wed 12/27	Sat 12/30	Sun 12/31	Sun 12/31	Thu 1/4
New Emergency Donors	Mon 12/18	Thu 12/21 (liftnote)	-	-	Sun 12/31 (liftnote)	-	Thu 1/4

# Phase III: Post Campaign & Follow Up

## Samples of EOY Campaign lift notes

### November

Randy,

Earlier this year, as catastrophic hurricanes devastated millions, you answered the call. Thanks to your generous support, older Americans are rebuilding and recovering from the damage caused by Hurricanes Harvey, Irma, and Maria.

But millions more are still in need. This Thanksgiving, more than 10 million seniors will go hungry. At a time when we come together to celebrate what we are most thankful for, it's terrible that so many older Americans are going without, struggling just to make it through the day.

We *can* help them -- AARP Foundation's hunger programs help seniors across the country access healthy, nutritious food year-round. But with the holiday season approaching, and so many seniors' Thanksgiving tables at risk of being bare, we simply must do more. **Can we count on you again, Randy?**

[Yes! I'll help seniors facing hunger with a charitable gift before Thanksgiving.](#)

Thank you in advance for partnering with us in this important fight.

-- Lisa

[Make a Secure Donation](#) | [Forward to a Friend](#)

**AARP** Foundation®

Dear Randy,

Could you survive this week on one box of pasta?

Millions of seniors will stare at empty tables this Thanksgiving.

### December

Leah,

2017 is drawing to a close -- but we still have *one* more challenge that could really use your support.

We've set a Year-End Challenge goal of **\$200,000 by December 31** to make sure that when the new year begins, we are fully prepared to help seniors overcome issues with hunger, housing, income and isolation.

Your emergency gift is already making a difference for seniors as they recover from the destruction of Hurricanes Harvey, Irma, and Maria. It would mean so much to have your support for the many older Americans who will be facing hardship in 2018. [Will you pitch in with a tax-deductible gift now to help finish the year strong and prepare for the work ahead?](#)

Thanks for everything you do to help struggling seniors. It is truly making a difference.

-Lisa

[Make a Secure Donation](#) | [Forward to a Friend](#)

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Dear Leah,

It's a choice between the lesser of two evils: skip the groceries or lower the heat? Live with the gnawing pain of hunger or an icy, frigid home?

After a lifetime of work, this hardship is not what seniors deserve -- and yet, as you read this, millions of older adults

**YEAR-END CHALLENGE: \$200,000 by  
December 31**

No food. No heat. Struggling just to meet their basic needs. **Our seniors deserve better.**

**AARP** Foundation®

# Phase III: Post Campaign & Follow Up

- **2018:** adjusted ask amount with disaster gift backed out
  - Disaster donors typically have a much higher average gift
  - Want to see if a lower ask will help increase retention
    - New donors will use prospect default ask
    - Existing donors will use last highest gift

# Summary: Timing is Everything

- **Pre-planning:**

- Develop framework of why/what/when your org should launch a disaster campaign
- Identify key decision makers (keep it small)
- Identify key staff and vendors

- **Campaign:**

- Leverage channels that will get your message/ask out to your supporters as quickly as possible
- If you think the event will have along enough media window then add more channels

- **Post-Campaign:**

- Keep donors/supports informed of how their gift was used and its impact
- Onboard new donors but maintain expectations of lower retention

# Thank you

DMAW Lunch & Learn: Rapid Response

March 15, 2018

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**AARP**<sup>®</sup> Foundation