



## Engaging Your Employees to Support Caregivers on the Front Lines of COVID-19

### Why CARE?

CARE created the original CARE Package® in 1945 and sparked a movement of Americans who assembled CARE packages for individuals in war torn Europe. **For the past 75 years, CARE has been on the frontlines of disaster response and humanitarian aid. This is what we do.**

### The New CARE Package

Today, CARE is rolling out a new CARE Package, **for America's caregivers on the front lines**, for our nation's most vulnerable populations of the elderly and the poor and ultimately, and for our small business owners and entrepreneurs.

CARE is working with our partner organizations to provide a CARE Package Gift Mastercard® directly to the frontline workers risking their own health and safety to protect the nation's most vulnerable people. Today's CARE Package is a simple gift card to say thank you to the frontline workers keeping us safe as we combat the spread of COVID-19. **Learn more:** [carepackage.org](https://carepackage.org)

Our call to action is for U.S. corporations, citizens, and social impact partners **to band together** in support of caregivers on the front lines of the COVID19 response.



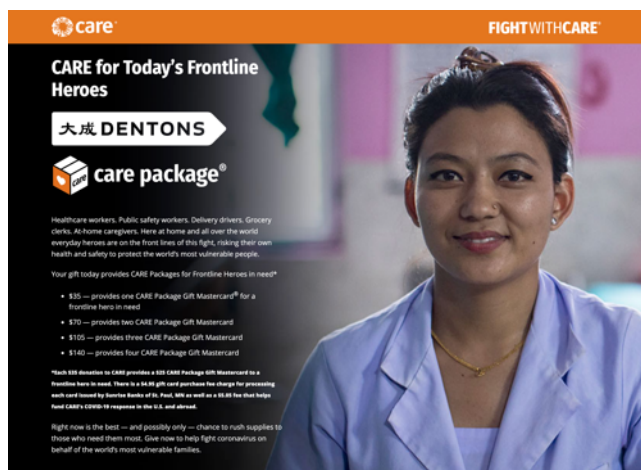
**Time is of the essence** as COVID-19 has spread to vulnerable populations worldwide. CARE is ramping up our efforts to help communities prepare.

In order to mount our response, we require fast and flexible sources of funding. Our initial fundraising goal is **\$3 million** working towards a long-term goal of \$30 million.

# 5 Easy Steps to set up your CARE Package® Employee Giving Campaign



- 1 Work with CARE to set up a custom donation page to capture your company's donations (or set up on your own giving platform).
- 2 Find internal champions who will help spread the word; having your CEO or other senior leaders share messaging is critical for success.
- 3 Set a fundraising timeline and goal and share it widely.
- 4 Share updates with your employees on the company's progress.
- 5 **Thank all contributors and celebrate your accomplishments!**



*Fundraising page example.*

## A Message from Michelle Nunn, President and CEO of CARE USA



Thank you for joining CARE in the fight to save lives, end poverty, and achieve social justice. **The first CARE Package**, a simple idea born out of American generosity, was created in 1945 to help war-torn Europe. Today, you can join with us to deliver CARE Packages supporting everyday heroes on the frontlines of the COVID-19 response. Join us and show your support and gratitude by [sending a CARE Package today.](#)

# How can you and your employees help?

## Act Globally:



### Send a CARE Package to a global community

The COVID-19 pandemic is stretching the limits of even the best prepared countries. Yet the world has barely begun to come to grips with how the outbreak threatens the world's poorest communities. Send help to places in the greatest need.

## Act Locally:



### CARE for Today's Frontline Heroes

Here at home and all over the world, everyday heroes are on the frontlines of this fight, risking their own health and safety to protect the world's most vulnerable people. Your gift provides financial support in the form of CARE Package gift cards and messages of support.



### CARE for Vulnerable Communities

With traditional safety nets like schools, daycare and senior centers closed, many will not be able to provide for their families and children will go hungry. CARE and its partner organizations are delivering thousands of meals to the nation's most vulnerable communities.



### Deliver Critical Supplies

In partnership with local food banks and other service organizations, CARE provides aid where it's needed most while at the same time creating paying jobs for workers impacted by the crisis.

## Engage Employees:

- **Ask your employees to join and give.**  
Feature CARE Package® and CARE's COVID-19 response as a giving opportunity or use CARE's donation platform. Maximize your impact by offering a match. CARE can create a unique landing page for joint fundraising efforts or you can use one of the options at [carepackage.org](https://carepackage.org).
- **Host virtual lunch-and-learns or town halls** to make the work you are supporting through CARE come to life for your employees (CARE leadership is available to speak to CARE's work).
- Share with your employee resource groups so they can engage their networks with the response.
- Highlight initiatives and leadership in your own company by leveraging this content – join the conversation in an authentic way based on your business and CSR goals.
- Encourage employees to donate (the value of) unused vacation days to frontline caregivers.
- Host a virtual stay-in happy hour and ask employees to send the amount they would've spent on a CARE Package to a frontline worker.

# Sample Social Media Language & Images

## Connect with CARE:

**INSTAGRAM** @CAREorg

**FACEBOOK** @CAREfans

**TWITTER** @CARE

## Suggested Copy:

### 1. Thank a Hero or Recognize a Friend:

**Short copy:** (recommended for Twitter):

While most of us are safe at home with our loved ones, frontline workers are risking their health as the #COVID19 pandemic claims more and more lives. Join me in sending a personal message of gratitude and a token of appreciation with the #CAREPackage. ([CAREPackage.org](https://bit.ly/2zF4fwS))

**Long copy:** The #COVID19 pandemic is one of the greatest challenges of our lifetime. While most of us are safe at home with our loved ones, frontline workers are risking their health and their lives. These everyday heroes deserve our support. Join me in sending a personal message of gratitude and a token of appreciation with the #CAREPackage. ([CAREPackage.org](https://bit.ly/2zF4fwS))

## Assets:

**IMAGES:** <https://bit.ly/2zF4fwS>

### VIDEOS:

- Michelle Nunn: <https://bit.ly/2ApiCW5>
- Global PSA: <https://bit.ly/2XplfQN>



### 2. Help a Global Community:

**Short copy:** (recommended for Twitter):

#COVID19 knows no borders – and neither does CARE's work. Join me and send an urgent #CAREPackage to ensure hygiene supplies, handwashing stations, and drinkable water get to communities most in need. #ShowYouCARE at [CAREPackage.org](https://bit.ly/2zF4fwS)

**Long copy:** #COVID19 knows no borders – and neither does CARE's work. The pandemic is stretching the limits of even the best prepared countries. Yet the world has barely begun to come to grips with how the outbreak threatens the world's poorest communities. Please send an urgent #CAREPackage to ensure hygiene supplies, handwashing stations, and drinkable water get to people most in need. #ShowYouCARE at [CAREPackage.org](https://bit.ly/2zF4fwS)



We thank you for considering a creative employee giving campaign as the world braces to meet one of the most pressing health challenges of our time. For more information on how to support CARE'S response to the COVID-19 CRISIS, contact Kate Nichols ([kate.nichols@care.org](mailto:kate.nichols@care.org)).