

Community Care Corps Social Media Toolkit – September 2023



Congratulations on being selected to receive a national Community Care Corps grant! We've created this social media kit to make announcing your award via your social media accounts easy.

The kit includes everything you need: sample core messaging, handles for Community Care Corps, commonly used hashtags, and a sample press release. These templates are offered as examples. Feel free to create your own messages, or tailor these messages to your organization's needs, and use additional hashtags that you are familiar with.

We strongly encourage you to continue to publicize the award and your ongoing work for the next 18 months.

Please contact Sara Paige (spaige@oasisnet.org), Brennen Jones (BJones@caregiveraction.org) or Jodi Koehn-Pike (JKoehnPike@caregiveraction.org) with any questions you might have.

Social Media Messages

ANNOUNCEMENT:

- 1) We are honored to announce [your org name] was awarded a 2023 Community Care Corps grant! [[@CommunityCareCorps \(FB\)](#)]/[@CommCareCorps \(T\)](#) is a national program created to support innovative local programs, using volunteers to help older adults, adults with disabilities, and family caregivers in need of nonmedical assistance to remain living in their homes and to remain connected to their communities. Tens of millions of Americans are in critical need of assistance with simple household tasks, daily errands, and transportation. Many also need increased companionship to avert the devastating effects of isolation. The support is vital for individuals to maintain the ability to live independently. If you're interested in volunteering or receiving assistance from volunteers, please contact us. [[insert org preferred method of contact](#)]
- 2) We are honored to announce [your org name] was awarded a 2023 Community Care Corps grant! [[@CommunityCareCorps \(FB\)](#)]/[@CommCareCorps \(T\)](#) is a national program created to support innovative local programs, using volunteers to help older adults, adults with disabilities, and family caregivers in need of nonmedical assistance to remain living in their homes and to remain connected to their communities. This funding will help us build a network of trained volunteers to provide door-through-door assistance to non-emergency medical appointments and outpatient procedures. Access to this kind of support is vital for individuals to maintain the ability to live independently. If you're interested in volunteering or receiving assistance from volunteers, please contact us. [[insert org preferred method of contact](#)]

CALL TO ACTION: (can be added to announcement or use a supplemental message)

- 1) We are proud to announce [your org name] was awarded a Community Care Corps grant! [[@CommunityCareCorps \(FB\)](#)]/[@CommCareCorps \(T\)](#) is a national program created to support innovative local models, using volunteers to help older adults, adults with disabilities, and family caregivers in need of nonmedical assistance to remain living in their homes and connected to their communities. Tens of millions of Americans are in critical need of assistance with simple household tasks, daily errands, and transportation. Many also need increased companionship to avert the devastating effects of isolation. This support is vital for individuals to maintain the ability to live independently, and we look forward to serving the community. If you're interested in volunteering or receiving assistance from volunteers, please contact us. [[insert org preferred method of contact](#)]

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- 2) We are excited to announce [your org name] was awarded a Community Care Corps grant! [CommunityCareCorps (FB)/@CommCareCorps (T)] is a national program created to support innovative local models, using volunteers to help older adults, adults with disabilities, and family caregivers in need of nonmedical assistance to remain living in their homes and to remain connected to their communities. This funding will help us build a network of trained volunteers to provide door-through-door assistance to non-emergency medical appointments and outpatient procedures. Access to this kind of support is vital for individuals to maintain the ability to live independently. If you're interested in volunteering or receiving assistance from volunteers, please contact us. [insert org preferred method of contact]

Targeted Messages:

For volunteers:

1. Have you been thinking about ways you can help members of your community through volunteering? We have an opportunity for you to make a big difference in the lives of older adults, adults with disabilities, and family caregivers. Thanks to a grant from [CommunityCareCorps (FB)/@CommCareCorps (T)], we are launching a new program using volunteers to help families and individuals in need of assistance with nonmedical services. This is an unprecedented program that will have a lasting positive impact on the families and individuals served, and on those serving their community as volunteers. If you or someone you know is interested in volunteering, please contact [insert org preferred method of contact] and be sure to "share" this post!
2. We need your help! We are grateful to [CommunityCareCorps (FB)/@CommCareCorps (T)] for selecting [your org name] to receive funding for a program using volunteers to help people in need of assistance with nonmedical assistance for older adults, adults with disabilities, and family caregivers. We are recruiting volunteers to be a part of this opportunity that will have a lasting positive impact on the families and individuals served and on those serving their community as volunteers. If you or someone you know is interested in volunteering, please contact [insert org preferred method of contact] and be sure to "share" this post! Sharing helps us expand our reach, increasing our chances of connecting those who want to help with people in need.
3. We need your help! We are grateful to [CommunityCareCorps (FB)/@CommCareCorps (T)] for selecting [your org name] to receive funding for a program using trained volunteers to provide older adults and adults with disabilities door through door assistance to and from non-emergency medical appointments and outpatient procedures, addressing the care recipient's needs and expectations before and after the appointment. If you or someone you know is interested in volunteering, please contact [insert org preferred method of contact] and be sure to "share" this post! Sharing helps us expand our reach, increasing our chances of connecting those who want to help with people in need.
4. We are recruiting volunteers to be part of an opportunity that will have a lasting positive impact on the families and individuals served and on those serving their community as volunteers. If you or someone you know is interested in volunteering, please contact [insert org preferred method of contact] and be sure to "share" this post! Sharing helps us expand our reach, increasing our chances of connecting those who want to help with people in need.

For People in Need of Assistance:

1. Are you or is someone you know caring for an older adult or an adult with disabilities or someone in need of nonmedical assistance? [your org name] received funding through [CommunityCareCorps (FB)/@CommCareCorps (T)] to launch a new program using volunteers to help older adults, adults with disabilities, and family caregivers in need. If you or someone you know needs help, please contact [insert org preferred method of contact] and/or "share" this post to reach someone in need.

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2. Could you or your loved one use a little extra help going to non-emergency medical appointments or outpatient procedures? We have volunteers who can go with you to your appointment and help you afterwards. Learn more about our work and get the help you need at: [\[insert org website or preferred method of contact\]](#)
3. Family caregivers are vital to their older loved ones and the adults with disabilities in their lives, but those caregivers are often in need of help themselves. Thanks to [\[@CommunityCareCorps \(FB\)/@CommCareCorps \(T\)\]](#), [\[your org name\]](#) received funding to use volunteers to help older adults, adults with disabilities, and family caregivers, allowing them to maintain their independence. If you or someone you know needs help, please contact [\[insert org preferred method of contact\]](#) and/or “share” this post to help us reach someone in need.

For Both:

1. Do you know that tens of millions of Americans are in critical need of nonmedical assistance to remain living in their homes? Many also need companionship to avert the devastating effects of isolation. [\[your org name\]](#) is launching a new program, thanks to funding from [\[@CommunityCareCorps \(FB\)/@CommCareCorps \(T\)\]](#), to use local volunteers to provide family caregivers, older adults, and adults with disabilities with nonmedical assistance to help those receiving care maintain their independence. If you are interested in volunteering or know someone who is, or if you need help caring for someone, or know someone who might, please contact [\[insert org preferred method of contact\]](#) and/or “share” this post to help us reach someone who can help and those in need.
2. Many older adults and adults with disabilities miss non-emergency medical appointments and outpatient procedures because they lack access to supports which address their needs and expectations before and after these crucial appointments. [\[your org name\]](#) is launching a new program, thanks to funding from [\[@CommunityCareCorps \(FB\)/@CommCareCorps \(T\)\]](#), to use local, trained volunteers to assist family caregivers, older adults, and adults with disabilities address these in need. If you are interested in volunteering or know someone who is, or if you need help caring for someone, or know someone who might, please contact [\[insert org preferred method of contact\]](#) and/or “share” this post to help us reach someone who can help and those in need.

Tweet Your Elected Officials:

[\[@SenatorX, @Senator Y, and @RepX\]](#) [\[your org name\]](#) is proud to receive a [\[@CommunityCareCorps \(FB\)/@CommCareCorps \(T\)\]](#) grant through @aclgov and implement innovative programs within our state and district, using volunteers to help older adults, adults with disabilities, and family caregivers in need of nonmedical assistance to remain living in their homes. Learn more about our work at: [\[insert org website or preferred method of contact\]](#)

[\[@SenatorX, @Senator Y, and @RepX\]](#) [\[your org name\]](#) is proud to receive a [\[@CommunityCareCorps \(FB\)/@CommCareCorps \(T\)\]](#) grant through @aclgov and implement innovative programs within our state and district, using volunteers accompany older adults and adults with disabilities in need to and from non-emergency medical appointments and outpatient procedures. This “door-through-door” assistance addresses the care recipient’s needs and expectations prior and after these appointments. Learn more about our work at: [\[insert org website or preferred method of contact\]](#)

- See the table at the bottom of the document for your elected officials associated social media handles.

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LinkedIn

We are so very honored to announce [your org name] was selected as a recipient of a 2023 Community Care Corps grant! [@CommunityCareCorps (FB)/@CommCareCorps (T)] is a national program created to support innovative local programs, using volunteers to help older adults, adults with disabilities, and family caregivers in need of nonmedical assistance to remain living in their homes and remain connected to their communities. Tens of millions of Americans are in critical need of assistance with simple household tasks and daily errands. Many also benefit from companionship to avert the devastating effects of isolation. The support is vital for individuals to maintain their ability to live independently. If you're interested in volunteering or receiving assistance from volunteers, please contact us [insert org preferred method of contact]

We are thrilled to announce [your org name] was awarded a 2023 Community Care Corps grant! [@CommunityCareCorps (FB)/@CommCareCorps (T)] is a national program created to support innovative local programs utilizing screened and trained volunteer chaperones to accompany older adults and adults with disabilities in need to and from non-emergency medical appointments and outpatient procedures. If you're interested in volunteering or receiving assistance from volunteers, please contact us. [insert org preferred method of contact]

Call for volunteers! Do you actively volunteer in your community? Have you been thinking about ways you can help? We have an opportunity for you to make a big difference in the lives of older adults, adults with disabilities, and family caregivers. Thanks to a grant from [@CommunityCareCorps (FB)/@CommCareCorps (T)], we are launching a new program using volunteers to provide nonmedical assistance to older adults, adults with disabilities, and family caregivers. This is an unprecedented program that will have a lasting impact on the families and individuals served and on those serving their community as volunteers. If you or someone you know is interested in volunteering, please contact [insert org preferred method of contact] and be sure to "share" this post!

Looking for new volunteer opportunities in your community that will give you an opportunity to help older adults, adults with disabilities, and their family caregivers? Thanks to a grant from [@CommunityCareCorps (FB)/@CommCareCorps (T)], we are launching a new program using screened and trained volunteer chaperones to accompany older adults and adults with disabilities in need to and from non-emergency medical appointments and outpatient procedures. This program will have a lasting impact on the families and individuals served and on those serving their community as volunteers. If you or someone you know is interested in volunteering, please contact [insert org preferred method of contact] and be sure to "share" this post!

Are you or is someone you know caring for an older adult or an adult with disabilities, or someone in need of non-medical assistance? [your org name] received funding through @CommunityCareCorps to launch a new program using volunteers to help older adults, adults with disabilities, and family caregivers. If you or someone you know needs help, please contact [insert org preferred method of contact] and/or "share" this post to reach someone in need.

These hashtags and handles will draw attention to, organize, and help promote the Community Care Corps messaging on social media increasing the reach and impression.

Facebook Handles

@CaregiverActionNetwork
@aclgov
@theUSAging
@OasisInstitute
@communitycarecorps

Twitter Handles

@CaregiverAction
@ACLgov
@theUSAging
@OasisInstitute
@CommCareCorps

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LinkedIn Handles

@caregiver-action-network
@aclgov
@USAging
@the-oasis-institute
@communitycarecorps

Hashtags

#CommunityCareCorps
#[your town, city, state]
#volunteer
#volunteering
#volunteers
#olderadults
#peoplewithdisabilities
#adultswithdisabilities
#familycaregivers
#caregivers
#aginginplace
#agingwell
#nonprofit
#helping
#community
#caring
#callforvolunteers
#wecanhelp

Sample Press Release

Your logo here

FOR IMMEDIATE RELEASE

[Month Day, 2023]

Contact: Name of primary contact, phone number, e-mail address

[Name of ORG] Awarded Grant from National Community Care Corps

New model will help [town/city/county]'s family caregivers, older adults, and adults with disabilities

[Your organization] announces that it was selected by the Community Care Corps to receive funds for volunteers assisting local family caregivers, older adults, and adults with disabilities in [name of local area served and state]. The amount of the grant is \$[XX,000] for the period of October 1, 2023, through March 31, 2025.

[Note to Orgs: Customize paragraph 2]

[Your organization] is among the awardees of [Community Care Corps](#). This unprecedented program is a momentous leap forward in facilitating older adults, adults with disabilities, and family caregivers with much-needed nonmedical assistance. [Your organization]'s model will benefit countless local individuals and families, generating a lasting impact on those served, as well as the volunteers serving our community.

[Note to Orgs: Organization quote paragraph]

[Organization representative], [position of representative] of [Your organization] noted that “[insert quote from organization].”

“We are pleased to make this award to [Your organization]. Their excellent volunteer model was chosen over other outstanding programs across the country. The strong response to the Community Care Corps request for proposals is a window into the overwhelming need for nonmedical assistance in every community,” said Paul Weiss, President of The Oasis Institute which administers Community Care Corps.

Community Care Corps grants are being awarded to local organizations across the country to establish, enhance, and grow innovative volunteer models. Community Care Corps is awarding \$4 million to 30 innovative local programs nationwide, including [Your organization]. The program was extremely competitive. In all, 158 organizations requested funding for their programs. The organizations selected serve a mix of diverse communities from across the country.

Tens of millions of Americans are in critical need of nonmedical assistance to continue living in their homes. Many also need companionship to avert the devastating effects of isolation. Volunteer support is vital for individuals to maintain the ability to live independently and stay connected within their communities.

Community Care Corps, through a cooperative agreement with the federal [Administration for Community Living \(ACL\)](#), is led by three national non-profit organizations: [The Oasis Institute](#), [Caregiver Action Network](#), and [USAgings](#). For more information about Community Care Corps and a list of the 2023 grantees, please visit www.communitycarecorps.org.

This project #90CCDG0001 is supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$15,356,972 with 80 percent funded by ACL/HHS and \$3,839,243 or 20 percent funded by non-government source(s). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by ACL/HHS, or the U.S. Government.

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Sample Press Release

FOR IMMEDIATE RELEASE

Your logo here

[Month Day, 2023]

Contact: Name of primary contact, phone number, e-mail address

[Name of ORG] Awarded Grant from National Community Care Corps

New model will help [town/city/county]'s family caregivers, older adults, and adults with disabilities

[Your organization] announces that it was selected by the Community Care Corps to receive funds for volunteers assisting local family caregivers, older adults, and adults with disabilities in [name of local area served and state]. The amount of the grant is \$[XX,000] for the period of October 1, 2023, through March 31, 2025.

[Note to Orgs: Customize paragraph 2]

[Your organization] is among the awardees of [Community Care Corps](#). This unprecedented program is a momentous leap forward in facilitating older adults, adults with disabilities, and family caregivers with much-needed nonmedical assistance. [Your organization]'s model will benefit countless local individuals and families, generating a lasting impact on those served, as well as the volunteers serving our community.

Through this program, we will build a network of screened and trained volunteer chaperones to accompany older adults and adults with disabilities to and from non-emergency medical appointments and outpatient procedures. Our volunteers will also assist with care recipient needs before and after those appointments.

[Note to Orgs: Organization quote paragraph]

[Organization representative], [position of representative] of [Your organization] noted that “[insert quote from organization].”

“We are pleased to make this award to [Your organization]. Their excellent volunteer model was chosen over other outstanding programs across the country. The strong response to the Community Care Corps request for proposals is a window into the overwhelming need for nonmedical assistance in every community,” said Paul Weiss, President of The Oasis Institute which administers Community Care Corps.

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