



IICF Week of Giving

October 13 - 20, 2018

IICF is proud to host its annual Week of Giving on October 13 – 20, the industry’s longest ongoing volunteer initiative, as we celebrate our 25th anniversary year in 2018. The Week of Giving is an eight-day international and industry-wide volunteer initiative during which IICF brings together insurance industry professionals to complete volunteer projects and service that benefit community nonprofits throughout the United States and United Kingdom. Since 1998, Week of Giving volunteers have contributed more than 270,000 hours of service to nonprofits and charitable organizations.

Together we shattered volunteer participation records last year during Week of Giving:



This year we're striving to increase participation by 25% in celebration of IICF's 25th anniversary year!

IICF invites you and your organization to join us in the Week of Giving 2018 and Be a Part of Something Greater!

Below you'll find details about the Insurance Industry Charitable Foundation and IICF Week of Giving.

Also provided below are template email communications and social media messaging for your use in informing and exciting your employees and team members about this important industry initiative. We hope you find these sample messages helpful as well as you share photos and updates of your volunteerism in action during the Week of Giving.

Once again, IICF looks forward to working with your organization to make the IICF Week of Giving 2018 a tremendous success as the industry unites in helping communities and enriching lives, together!

IICF Week of Giving Information

The Week of Giving is IICF's most impact week of the year as thousands of insurance industry professionals join together to complete volunteer projects and service that benefit community nonprofit organizations throughout the U.S. and U.K. This annual, industry-wide initiative demonstrates our industry's commitment to serving communities where we live and work, and together IICF volunteers have contributed more than 270,000 hours of volunteer service to local community nonprofits.

In 2018, all funds collected through personal giving during the Week of Giving will benefit IICF's [Early Literacy Initiative](#) which helps provide literacy programming to children in underserved communities. The IICF Early Literacy Initiative works to offer every child the opportunity to learn to read and write – regardless of economic means. Throughout the year and during Week of Giving, IICF works with local nonprofit partners focused upon early childhood literacy, who benefit from this important fundraising.

IICF Week of Giving: Volunteer. Give. Make an Impact.

Volunteer

The Insurance Industry Charitable Foundation is committed to local communities through industry volunteerism. IICF is very proud to have hosted the industry's largest ongoing volunteer initiative since 1998, having contributed more than 270,000 volunteer hours to nonprofit and charitable organizations.

We invite you to engage your organization in volunteering and join us during the IICF Week of Giving. To register a volunteer team or register as an individual volunteer, and sign up for volunteer projects, please visit weekofgiving.iicf.org

The first step in taking part in IICF Week of Giving is to designate a "Team Leader", who will serve as the liaison between your organization, the IICF and the local nonprofit organization where your team will be volunteering. To register an IICF Week of Giving Team Leader please: [Register Team Leader](#)
Please note: Those registering as individual volunteers will register as their own team leader.

Once registered on the IICF Week of Giving website, the Team Leader or volunteer will have the ability to sign up to select a volunteer project(s).

Following registration, the Team Leader will receive a packet of information from IICF containing recruitment materials and other helpful information.

To show your Week of Giving spirit and display your industry pride, we have designed a fun and fabulous new IICF Week of Giving 2018 t-shirt and we encourage volunteers to wear proudly when helping in the community. Shirts can be ordered online at: [Order Volunteer T-Shirts](#).

Please place t-shirt orders by September 17 to ensure timely delivery and avoid any rush charges.
Please note: IICF t-shirts are not required attire for volunteering.

Be sure to take lots of photos of your team in Week of Giving shirts when volunteering – and send to IICF!

For additional volunteering information and resources, please see our [Volunteer Resource](#) page and [Week of Giving FAQs](#)

Give

Personal Giving Options:

In addition to volunteerism, IICF Week of Giving offers the opportunity for individuals to make a personal contribution. Donations can be made through the IICF online giving platform at: [IICF Personal Giving](#) Office collections are also greatly appreciated and for information on how to send donations not processed online, please contact the IICF national office at (424) 253-1107 or lwilson@iicf.com.

IICF Early Literacy Initiative:

Join IICF in raising funds and awareness to help provide every young child the opportunity to learn, read and write – regardless of economic means – by supporting the IICF Early Literacy Initiative. Early literacy is critical on a child’s path of education, yet one of every three preschoolers arrives at Kindergarten without the skills necessary for lifetime learning.

IICF has partnered with Sesame Workshop, the nonprofit educational organization behind Sesame Street, in developing the “*Every Day is a Reading and Writing Day*” literacy program. As leaders in this industry, we all have the opportunity to share these free, bilingual and multi-media resources and make an extraordinary impact on so many young lives. Through the expansive network of IICF industry supporters and volunteers, IICF aims to improve literacy opportunities for the most vulnerable young children ages 5 and under.

Visit www.sesame.org/literacy to explore “*Every Day is a Reading and Writing Day*” resources.

You can join the IICF literacy supporters by participating in a Week of Giving literacy volunteer event or become an IICF Literacy Champion by donating \$25 at: [Become an IICF Literacy Champion](#) All funds collected through Week of Giving 2018 will help us deliver “*Every Day is a Reading and Writing Day*” resources to children in underserved communities across the United States and United Kingdom.

To learn more about this critical issue being addressed by the insurance industry, please contact your IICF Division Executive Director or Sarah Conway, IICF Early Literacy Initiative National Manager, at sconway@iicf.com

Make an Impact

If we all give together to this vitally important cause, our community impact is much more meaningful and magnified. If each of us donates \$25, think of the impact we could make. Your \$25 donation can become \$250 and \$250 can turn into \$250,000 – or even more for childhood literacy opportunities! Every dollar received truly makes a difference in the future of a child.

Communications Materials and Templates on following pages.

IICF Week of Giving Communications Materials

General IICF Information:

About the Insurance Industry Charitable Foundation (IICF)

Celebrating twenty-five years of helping communities and enriching lives, together.

The Insurance Industry Charitable Foundation (IICF) is a unique nonprofit that unites the collective strengths of the insurance industry to help communities and enrich lives through grants, volunteer service and leadership. Established in 1994, IICF is celebrating twenty-five years as the philanthropic foundation of the insurance industry, contributing over \$31 million in community grants, along with 270,000 volunteer hours by more than 100,000 industry professionals. IICF reinvests locally where funds are raised, serving hundreds of charities and nonprofit organizations, for maximum community impact.

Through the collaborative efforts of insurance companies, reinsurance companies, employees, agents and brokers and strategic partners of the industry, the Foundation supports community nonprofits and charitable organizations meeting local needs throughout the United States and United Kingdom. IICF supports programs in the areas of education, children at risk, homelessness, food insecurity, disaster preparedness, environmental responsibility, veterans and health and safety.

IICF is a registered nonprofit organization under section 501(c)(3) of the IRS code. Learn more at www.iicf.org or follow us on Twitter @doubleicf.

IICF Week of Giving Communications Templates and Social Media Messaging:

We hope that you find the templates provided below to be useful as you inform and excite your organization about the IICF Week of Giving and as you recruit your company volunteers.

Please tailor these messages to meet your specific needs, and IICF is pleased to work with your organization in shaping specific communications that may be helpful.

Volunteer Recruitment Template Email

Date: [Date Distributed]
To: [All Employees]
From: [Executive's Name & Title / Team Leader's Name & Title]
Re: Insurance Industry Charitable Foundation's Week of Giving 2018

Join [Company Name] in supporting the community and Be a Part of Something Greater!

IICF Week of Giving

October 13 - 20, 2018

[Company] is proud to announce our support of the **Insurance Industry Charitable Foundation's 2018 Week of Giving**.

The IICF Week of Giving empowers the insurance industry to take a leadership role in the community through a dedicated week of volunteer projects throughout the United States and United Kingdom. This weeklong, international and industry-wide initiative brings together thousands of insurance professionals each year to complete volunteer service and projects that benefit community nonprofit organizations in the industry's largest ongoing volunteer initiative.

Since 1998, IICF insurance professionals have contributed more than 270,000 hours of volunteer service to local community nonprofits. As IICF celebrates its 25th anniversary year, the goal is a 25% increase in 2018 volunteer participation!

This year [Company] will be volunteering at [nonprofit organization name] and assisting with [volunteer project name/description] during the IICF Week of Giving. The project will take place on October [date], from [time X:XX] to [X:XX]. I invite you to join us as a [Company] volunteer as we support our local community through IICF Week of Giving.

If you would like to volunteer as a part of the IICF Week of Giving, please contact [Team Leader] at [Team Leader contact information] to sign up.

Be a Part of Something Greater!
#insurancegivesback

Template email #2 – with optional focus on IICF Early Literacy Initiative

Date: [Date Distributed]
To: [All Employees]
From: [Executive's Name & Title / Team Leader's Name & Title]
Re: Insurance Industry Charitable Foundation's Week of Giving 2018

Join [Company Name] in supporting the community and Be a Part of Something Greater!

IICF Week of Giving

October 13 - 20, 2018

[Company] is proud to announce our support of the **Insurance Industry Charitable Foundation's 2018 Week of Giving**.

The Week of Giving is IICF's most impact week of the year as thousands of insurance industry professionals join together to complete volunteer projects and service that benefit community nonprofit organizations throughout the United States and United Kingdom. This annual, industry-wide initiative demonstrates our industry's commitment to serving the communities where we live and work, and

together IICF volunteers have contributed more than 270,000 hours of volunteer service to local community nonprofits.

As IICF celebrates its 25th anniversary year, the goal is a 25% increase in 2018 volunteer participation!

Along with volunteerism, funds collected through this year's Week of Giving will support the IICF [Early Literacy Initiative](#) in delivering literacy resources to children and their families in underserved communities. Early literacy proficiency is critical on a child's path of education, yet one of every three preschoolers arrives at Kindergarten without the essential skills necessary for lifetime learning.

IICF has partnered with Sesame Workshop, the nonprofit educational organization behind Sesame Street, in developing the "Every Day is a Reading and Writing Day" literacy program. As leaders in this industry, we have the opportunity to share these free, bilingual and multi-media resources and make an extraordinary impact on so many young lives and improve literacy opportunities for the most vulnerable young children ages 5 and under. Visit [Every Day is a Reading and Writing Day](#) to explore our literacy resources.

We invite you to join the IICF literacy supporters by participating in a Week of Giving literacy volunteer event or become an IICF Literacy Champion by donating \$25 at: [IICF Literacy Champions](#) to raise funds and awareness that can help provide every young child the opportunity to learn, read and write – regardless of economic means.

If we all give together to this vitally important cause, our community impact is more meaningful and magnified. Your \$25 donation can become \$250 and \$250 can turn into \$250,000 – or even more for literacy opportunities! *Every dollar received truly makes a difference in the future of a child.*

[Company] is a very proud supporter of the IICF. We invite you to join with us in supporting our local community through IICF Week of Giving.

Donate to [become an IICF Literacy Champion](#) as we Join Together for the Week of Giving and Be a Part of Something Greater!

Template email #3 – abbreviated option for Company Employees

Date: [Date Distributed]
To: [All Employees]
From: [Executive's Name & Title / Team Leader's Name & Title]
Re: Be a Part of Something Greater - IICF Week of Giving 2018

[Company] is proud to announce our support of the **Insurance Industry Charitable Foundation's Week of Giving**, October 13 -20, 2018.

Join with us and thousands of your colleagues in the largest ongoing philanthropic initiative in the insurance industry, the IICF Week of Giving. Working together, insurance professionals having provided more than 270,000 hours of volunteer service for local community nonprofits.

As IICF celebrates its 25th anniversary year, the goal is a 25% increase in 2018 volunteer participation!

Volunteer. Give. Make an impact.

Sign up for a volunteer project on the [Week of Giving website](#) or donate online to become an [IICF Literacy Champion](#) in support of the Week of Giving and the IICF Early Literacy Initiative.

All proceeds of the Week of Giving will support [IICF's Early Literacy Initiative](#) in providing literacy opportunities for children in underserved communities. Become an IICF Literacy Champion by contributing today and help create reading opportunities for tomorrow!

Be a Part of Something Greater!
#insurancegivesback

Template email #4 – abbreviated option for Industry Colleague / Contact

Date: [Date Distributed]
To: [Industry Colleagues]
From: [Executive's Name & Title / Team Leader's Name & Title]
Re: Be a Part of Something Greater - IICF Week of Giving 2018

I would like to invite [Industry Colleague name] to join with thousands of our colleagues and insurance industry professionals in participating in the **Insurance Industry Charitable Foundation's Week of Giving**, October 13 - 20, 2018.

The IICF Week of Giving is the industry's largest ongoing and united philanthropic initiative, with insurance professionals having provided more than 270,000 hours of volunteer service for local community nonprofits. As IICF celebrates its 25th anniversary year, the goal is a 25% increase in 2018 volunteer participation!

IICF Week of Giving brings together the insurance industry to take a leadership role in the community through volunteerism and collective giving, serving community nonprofit and charitable organizations throughout the United States and United Kingdom.

To learn more about the IICF Week of Giving and how to register as a volunteer, please visit weekofgiving.iicf.org

Be a Part of Something Greater!

Social Media Information and Templates on following pages.

IICF Social Media Information and Messaging:

IICF would love to connect with your organization through social media to highlight your support of local communities, and your participation in the IICF Week of Giving.

Please share any Week of Giving volunteer photos, employee experiences or stories of company engagement with Alisa Breese, IICF Communications Director, at abreese@iicf.com

Please follow us @doubleicf

IICF is active on the following social media platforms:

- Facebook: www.facebook.com/doubleicf
- Twitter: www.twitter.com/doubleicf Handle: @doubleicf
 - Hashtags:
 - IICF Week of Giving: #IICFWeekofGiving
 - Ongoing Community Involvement & Week of Giving: #insurancegivesback
 - IICF 25th anniversary commemoration: #IICF25
 - IICF Early Literacy Initiative hashtags: #IICFliteracychampions and #IICFinspiresliteracy
- LinkedIn: <https://www.linkedin.com/company/insurance-industry-charitable-foundation>
- Instagram: doubleicf
- YouTube: <http://www.youtube.com/TheDoubleicf>

Sample Social Media Messaging

Below are sample social media messages for use on your personal and company social media platforms.

Please remember to tag @doubleicf and the nonprofit organization where you're volunteering.

Facebook:

[Company] has joined with @doubleicf in the largest, united philanthropic initiative in the insurance industry, the IICF Week of Giving. Be a part of something greater! Join thousands of your insurance industry colleagues in giving back to our local communities, Oct 13-20. Visit weekofgiving.iicf.org to get involved! Help IICF make its 25th anniversary year the most impactful yet! #IICFWeekofGiving #insurancegivesback

[Company] is a proud supporter of @doubleicf Week of Giving, Oct 13-20! By giving together our impact is meaningful and magnified! Join with IICF and more than 10,000 insurance industry supporters in united effort to help communities and enrich lives! Sign up or give online: weekofgiving.iicf.org

[Company] is proud to support childhood literacy! Join with thousands of insurance industry in supporting the @doubleicf Early Literacy Initiative during #IICFWeekofGiving, Oct 13-20. Volunteer at a literacy event or become an #IICFliteracychampion by giving. Sign up, give and learn more at: weekofgiving.iicf.org

IICF Social Media Information and Messaging - *continued*

1 of every 3 children arrives at Kindergarten without essential skills for lifetime learning. You can help by volunteering at an IICF Week of Giving literacy event or become an IICF Literacy Champion by giving at weekofgiving.iicf.org #IICFWeekofGiving #IICFliteracychampions #IICFinspiresliteracy

Are you ready for the IICF Week of Giving? [Company] is! Join us Oct 13-20 as thousands of insurance industry volunteers give back to their communities. Volunteer-Give-Make an Impact! Visit weekofgiving.iicf.org to sign up for volunteer projects, order your Week of Giving t-shirts and learn more. #IICFWeekofGiving #insurancegivesback

[Company] is committed to our community! Today [insert number] [Company] volunteers spent time at [nonprofit] [volunteer activity] as part of @doubleicf Week of Giving. Want to show your support? Donate online at: weekofgiving.iicf.org #IICFWeekofGiving #insurancegivesback

Twitter:

General – any day, including some for volunteering days (include the Week of Giving image below or company volunteering photos):



Be a part of something greater! Join [Company] & entire insurance industry as we give back to our communities, Oct 13-20! Visit weekofgiving.iicf.org to sign up for volunteer projects, order your Week of Giving t-shirts and learn more. #IICFWeekofGiving

Be a part of something greater! Join thousands of #insurance industry volunteers for #IICFWeekofGiving, Oct 13-20 Visit weekofgiving.iicf.org to sign up for volunteer projects, order your Week of Giving t-shirts and learn more.

[Company] employees are giving back through #IICFWeekofGiving! Get involved as #insurancegivesback Sign up at: weekofgiving.iicf.org

[Company] unites with #insurance industry through volunteerism and giving during #IICFWeekofGiving Visit weekofgiving.iicf.org to sign up for volunteer projects, order your Week of Giving t-shirts and learn more. #insurancegivesback

Twitter - continued

[Company] is proud to support #IICFWeekofGiving! Join us or donate online at weekofgiving.iicf.org to show your support. Aiming for 25% increase in volunteers to celebrate IICF's 25th anniversary year! #IICF25

#insurance industry comes together with #IICFWeekofGiving! Join us & show your community support as #insurancegivesback Volunteer or give at weekofgiving.iicf.org

Join thousands of #insurance industry professionals for IICF's most impactful week of the year! Register or give at: weekofgiving.iicf.org Help IICF celebrate 25 years of community support! #IICFWeekofGiving #insurancegivesback #IICF25

Help us celebrate IICF's 25th anniversary year with a 25% increase in #IICFWeekofGiving volunteers: Oct 13-20 as #insurancegivesback Visit weekofgiving.iicf.org to sign up for volunteer projects, order your Week of Giving t-shirts and learn more. #IICF25

[Company] volunteers are giving back @ [nonprofit/charity name] today! This is how #insurancegivesback #IICFWeekofGiving weekofgiving.iicf.org

[Company] is helping to bridge the word gap. Become an IICF Literacy Champion at www.iicf.org/literacy #IICFinspiresliteracy #IICFliteracychampions

Reading @ [nonprofit organization name] as part of #IICFWeekofGiving! #IICFliteracychampions Learn more and give at: weekofgiving.iicf.org

[Company] volunteers in action @ [nonprofit/charity name]! #IICFWeekofGiving #insurancegivesback www.iicf.org Note: # volunteers or #volunteer hours are great to include too.

On Mondays – incorporate #MotivationMonday into messages above or see new ones below (along with Week of Giving image above or company volunteering photos):

Join thousands of #insurance industry professionals for IICF's most impactful week of the year! #IICFWeekofGiving Oct 13-20 #MotivationMonday Learn more, sign up & give at: weekofgiving.iicf.org

Be a part of something greater! Join thousands of #insurance industry volunteers for #IICFWeekofGiving Oct 13-20 #MotivationMonday Sign up at: weekofgiving.iicf.org

On Wednesdays – incorporate #WednesdayWisdom into messages above or see new ones below (along with Week of Giving image above or company volunteering photos):

#WednesdayWisdom 1 in 3 children arrives at K'garten lacking essential learning skills. [Company] supports IICF's Early Literacy Initiative through #IICFWeekofGiving Oct 13-20 Sign up to volunteer or give at: weekofgiving.iicf.org

#WednesdayWisdom By age 4, children in underserved communities may have heard 35 million fewer words than those in middle or higher-income households. You can become an #IICFliteracychampion by giving or volunteering. Learn more at: weekofgiving.iicf.org

Twitter - continued

[Company] proudly supports IICF as we aim to bridge this word gap. #WednesdayWisdom You can help by becoming an #IICFliteracychampion by volunteering or giving at: weekofgiving.iicf.org
#IICFWeekofGiving #insurancegivesback

On Thursdays or Fridays – incorporate #TBT or #FBF with photos or info from your participation in last year’s Week of Giving, for example:

#TBT / #FBF [Company] is a proud supporter of #IICFWeekofGiving over the years! Join us Oct 13-20 as #insurancegivesback Visit weekofgiving.iicf.org to sign up for volunteer projects, order your Week of Giving t-shirts & learn more.

#TBT / #FBF of [Company] volunteering [last year] at [nonprofit organization/event name] during #IICFWeekofGiving! Join us Oct 13-20 as #insurancegivesback Visit weekofgiving.iicf.org to sign up for volunteer projects, order your Week of Giving t-shirts & learn more.

#TBT / #FBF [#of [Company] volunteers] proudly contributed to our community [last year]! #IICFWeekofGiving Join us Oct 13-20 as #insurancegivesback Visit weekofgiving.iicf.org to sign up for volunteer projects, order your Week of Giving t-shirts & learn more.

Note: Include photos of Week of Giving volunteering in the past for #TBT and #FBF messages.

LinkedIn:

For Company pages – please use same or similar messaging as provided above for Facebook.

For Individual/Employee pages – please see the personal message example below.

Subject: Please join me in supporting IICF Week of Giving

I am an active supporter of the Insurance Industry Charitable Foundation (IICF) and this October, IICF will be hosting its annual Week of Giving, the largest, ongoing philanthropic initiative in the insurance industry, October 13 – 20. Thousands of insurance professionals from across the United States and United Kingdom will join together to support outstanding local nonprofits through volunteer service and personal giving. I would like to personally invite you to join us in this powerful community movement.

Volunteer opportunities can be viewed at weekofgiving.iicf.org As IICF celebrates its 25th anniversary year, the goal is a 25% increase in 2018 volunteer participation!

Also this year, funds collected through the Week of Giving will support the [IICF Early Literacy Initiative](#) in delivering literacy resources to children in underserved communities.

You can join the IICF literacy supporters by participating in a Week of Giving literacy volunteer event or become an IICF Literacy Champion by donating \$25 at weekofgiving.iicf.org to raise awareness and funds that help provide every young child the opportunity to learn, read and write – regardless of economic means.

If we all give together to this vitally important cause, our community impact is greatly magnified. Your \$25 donation can become \$250 and \$250 can turn into \$250,000 – or more for literacy opportunities! Every dollar received truly makes a difference in the future of a child.

Status Update Templates

Please join me in supporting the #IICFWeekofGiving Oct 13-20. Volunteer or become a literacy champion by donating at weekofgiving.iicf.org #IICFliteracychampions

Proud to show my support of the community with #IICFWeekofGiving Oct 13-20 weekofgiving.iicf.org

#IICFWeekofGiving unites #insurance industry through volunteerism and giving. Oct 13-20 weekofgiving.iicf.org #insurancegivesback

#insurance industry unites to show its community support with #IICFWeekofGiving weekofgiving.iicf.org Oct 13-20 #insurancegivesback

[Company] is helping to bridge the word gap. Become an #IICFliteracychampion by giving or volunteering at weekofgiving.iicf.org #IICFWeekofGiving

Additional IICF Week of Giving Materials:

To help make your participation with the IICF Week of Giving as convenient as possible, we have many resources available to assist in spreading awareness and excitement, and to help organize your employee support. Please visit weekofgiving.iicf.org to access the following resources:

- IICF Week of Giving Flyer
- IICF Week of Giving Volunteer Team Leader Guide
- IICF Week of Giving FAQs
- IICF Week of Giving T-shirt order form

You can also contact your IICF Division Executive Director or IICF Communications Director, Alisa Breese, at abreese@iicf.com, with questions.

IICF Contacts

Division Leadership

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Associate Director, **Northeast Division**
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IICF Contacts

Division Leadership - continued

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