



IICF Week of Giving

October 12 - 19, 2019

IICF is proud to host its annual Week of Giving on October 12 – 19, the industry’s longest ongoing volunteer initiative, as we celebrate another year of industry volunteerism and giving back to our communities. The Week of Giving is an eight-day international and industry-wide volunteer initiative during which IICF brings together thousands of 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 300,000 hours of service to nonprofits and charitable organizations.

IICF volunteers set new Week of Giving volunteer participation records again last year:



IICF invites you and your organization to join us in the Week of Giving 2019 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 2019 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 impactful week of the year, as we celebrate industry volunteerism with thousands of insurance industry professionals joining together to complete volunteer projects and service, all benefitting community nonprofit organizations throughout the US and UK. Industry volunteerism throughout the year and during Week of Giving demonstrates our commitment to serving the communities where we live and work, and together IICF volunteers have contributed more than 300,000 hours of volunteer service to local community nonprofits.

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

Volunteer

The Insurance Industry Charitable Foundation is committed to local communities through industry volunteerism throughout the year. Through Week of Giving, we celebrate insurance industry volunteerism! IICF is very proud to have hosted the industry's largest ongoing volunteer initiative since 1998, having contributed more than 300,000 volunteer hours to nonprofit and charitable organizations.

We invite you to engage your organization in volunteering by joining us throughout the year and 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 volunteer.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 Volunteer website, the Team Leader or volunteer will have the ability to sign up and 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, you can add the IICF Week of Giving 2019 or IICF Volunteer 2019 image to your company t-shirt. Print-ready images can be downloaded at: [Volunteer Resources](#).

Be sure to take lots of photos of your team in your volunteer t-shirts and send to IICF!

You will find additional volunteering information and resources at our [Volunteer Resources](#) 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.

Make an Impact

Through the collective strength of IICF supporters volunteering and giving together, we can make a much more significant impact in our communities. IICF's commitment to year-round volunteering allows us to make an even greater impact in the lives of individuals and families in need.

Be a Part of Something Greater!

Communications Materials and Templates follow below.

IICF Week of Giving Communications Materials

General IICF Information:

About the Insurance Industry Charitable Foundation (IICF)

More than 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 has served as the philanthropic foundation of the insurance industry for more than twenty-five years, contributing \$36 million in community grants along with 300,000 volunteer hours by more than 110,000 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, early literacy, children at risk, homelessness, food insecurity, disaster preparedness, environmental responsibility, veterans, health and safety and more.

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](https://twitter.com/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 2019

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

IICF Week of Giving

October 12 - 19, 2019

[Company] is proud to announce our support of the **Insurance Industry Charitable Foundation's 2019 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, in celebration of industry volunteerism throughout the year. 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 300,000 hours of volunteer service to local community nonprofits throughout the United States and United Kingdom.

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

#IICFWeekofGiving

www.volunteer.iicf.org

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 2019

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

IICF Week of Giving

October 12 - 19, 2019

[Company] is proud to announce our support of the **Insurance Industry Charitable Foundation's 2019 Week of Giving**.

The Week of Giving is IICF's most impactful week of the year as we celebrate industry volunteerism with thousands of insurance industry professionals joining together to complete volunteer projects and service, all benefitting community nonprofit organizations throughout the US and UK. 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 300,000 hours of volunteer service to local community nonprofits.

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 circumstances.

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 \$25,000 – 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 IICF 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 2019

[Company] is proud to announce our support of the **Insurance Industry Charitable Foundation’s Week of Giving**, October 12 -19, 2019.

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 contributed more than 300,000 hours of volunteer service to local community nonprofits.

Volunteer. Give. Make an impact.

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

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 2019

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 12 - 19, 2019.

The IICF Week of Giving is the industry's largest ongoing and united philanthropic initiative, with insurance professionals having contributed more than 300,000 hours of volunteer service to local community nonprofits.

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. The Week of Giving is a united celebration of insurance industry volunteerism throughout the year!

To learn more about the IICF Week of Giving and how to register as a volunteer, please visit volunteer.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 the Executive Director in your division or send directly to Alisa Breese, VP, IICF Communications, 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 Early Literacy Initiative hashtags: #IICFLiteracyChampions
- 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 philanthropic initiative in the insurance industry, the IICF Week of Giving. Be a part of something greater! Join thousands of your insurance industry colleagues

IICF Social Media Information and Messaging - *continued*

in giving back to our local communities, Oct 12-19. Visit volunteer.iicf.org to get involved! Help IICF make this the industry's most impactful year of volunteerism yet! #IICFWeekofGiving #insurancegivesback

[Company] is a proud supporter of @doubleicf Week of Giving, Oct 12-19! By giving of our time and talent together, our impact is more meaningful and magnified! Join with IICF and thousands of insurance industry supporters to help communities and enrich lives through volunteerism! Sign up or give online: volunteer.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 12-19. Volunteer at a literacy event to become an #IICFLiteracyChampion. Sign up, give and learn more at: volunteer.iicf.org

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 #IICFLiteracyChampion by giving at volunteer.iicf.org #IICFWeekofGiving #insurancegivesback

Are you ready for the IICF Week of Giving? [Company] is! Join us Oct 12-19 as thousands of insurance industry volunteers give back to their communities. Volunteer-Give-Make an Impact! Visit volunteer.iicf.org to sign up for volunteer projects & 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? Volunteer or donate online at: volunteer.iicf.org #IICFWeekofGiving #insurancegivesback

Twitter:

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



Volunteer. Give. Make an Impact.
October 12–19, 2019

Twitter - *continued*

Be a part of something greater! Join [Company] & entire insurance industry as we give back to our communities, Oct 12-19! Visit volunteer.iicf.org to sign up for volunteer projects and learn more. #IICFWeekofGiving #insurancegivesback

Be a part of something greater! Join thousands of #insurance industry volunteers for #IICFWeekofGiving, Oct 12-19 Visit volunteer.iicf.org to sign up for volunteer projects and learn more. #insurancegivesback

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

Help us celebrate #insurance industry volunteerism with #IICFWeekofGiving: Oct 12-19 as #insurancegivesback Visit volunteer.iicf.org to sign up for volunteer projects and learn more.

[Company] unites with #insurance industry through volunteerism and giving during #IICFWeekofGiving Visit volunteer.iicf.org to sign up for volunteer projects and learn more. #insurancegivesback

[Company] is proud to support #IICFWeekofGiving! Join us Oct 12 - 19 as #insurancegivesback Helping communities and enriching lives, together! volunteer.iicf.org

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

Join thousands of #insurance industry professionals for IICF's most impactful week of the year! Register at: volunteer.iicf.org as we continue over 25 years of community support! #IICFWeekofGiving #insurancegivesback

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

Reading @ [nonprofit organization name] as part of #IICFWeekofGiving! #IICFLiteracyChampions Learn more and give at: volunteer.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 and/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 12-19 #MotivationMonday Learn more & sign up: volunteer.iicf.org #insurancegivesback

Be a part of something greater! Join thousands of #insurance industry volunteers for #IICFWeekofGiving Oct 12-19 #MotivationMonday Sign up: volunteer.iicf.org #insurancegivesback

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

Twitter - continued

#WednesdayWisdom 1 in 3 children arrives at K'garten lacking essential learning skills. [Company] supports IICF's Early Literacy Initiative through #IICFWeekofGiving Oct 12-19 Sign up to volunteer or give at: volunteer.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: volunteer.iicf.org

[Company] proudly supports IICF as we aim to bridge the word gap. #WednesdayWisdom You can help by becoming an #IICFLiteracyChampion through volunteering or giving at: volunteer.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 12-19 as #insurancegivesback Visit volunteer.iicf.org to sign up for volunteer projects & learn more.

#TBT / #FBF of [Company] volunteering [last year] at [nonprofit organization/event name] during #IICFWeekofGiving! Join us Oct 12-19 as #insurancegivesback Visit volunteer.iicf.org to sign up for volunteer projects & learn more.

#TBT / #FBF [#of [Company] volunteers] proudly contributed to our community [last year]! #IICFWeekofGiving Join us Oct 12-19 as #insurancegivesback Visit volunteer.iicf.org to sign up for volunteer projects & 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 next week, IICF will be hosting its annual Week of Giving, the largest, ongoing philanthropic initiative in the insurance industry, October 12 – 19. 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, as together we celebrate industry volunteerism. I would like to personally invite you to join us in this powerful community movement.

Volunteer opportunities can be viewed at volunteer.iicf.org Be a Part of Something Greater as #insurancegivesback

Status Update Templates

Please join me in supporting the #IICFWeekofGiving Oct 12-19. Volunteer or become a Literacy Champion by donating at volunteer.iicf.org #IICFLiteracyChampions

Proud to show my support of the community with #IICFWeekofGiving Oct 12-19 volunteer.iicf.org

#IICFWeekofGiving unites #insurance industry philanthropy through volunteerism and giving. Oct 12-19 volunteer.iicf.org #insurancegivesback

#insurance industry unites to show community support through #IICFWeekofGiving volunteer.iicf.org Oct 12-19 #insurancegivesback

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 volunteer.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

Should you have any questions, please contact your IICF Division Executive Director or IICF Communications VP, Alisa Breese at abreese@iicf.com

IICF Contacts

Division Leadership

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Division Leadership - continued

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