

International Care & Kindness Week Quick Start Guide

International Care & Kindness Week

Imagined & Created By Pilot International



Pilot International is a community-based volunteer service organization founded on the guiding principles of Friendship and Service. With over 8000 members around the globe, Pilots provide financial and hands-on support for initiatives in keeping with our three core causes: Caring for Families in Times of Need, Brain Safety & Fitness, and Youth Leadership and Development. Pilot International is the parent organization of Anchor Clubs, a youth service organization with over 8000 young service-minded leaders worldwide. To

learn more about Pilot International, visit us at www.pilotinternational.org or call us at (478) 477-1208.



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Section 1

International Care & Kindness Week Introduction

Introduction to International Care & Kindness Week

International Care & Kindness Week is a week-long public awareness campaign meant to bring awareness to how simple acts can change a day, a life or the world by simply showing someone you care.

International Care & Kindness Week encourages people to **"Take time to Care and Be Kind."**

Pilot International is made up of a diverse group of people who care for their communities and want to make the world a better place. **Pilot's mission** is "...to serve by furthering Pilot International's humanitarian efforts through charitable, educational, and research programs in communities throughout the world."

Pilots accomplish this in numerous ways through our three core areas of service focus: Anchor Clubs (Youth Leadership & Development), Brain Safety & Fitness and Caring for Families in Times of Need.

Pilot International and its members are called to CARE MORE. At its core, Pilot International is an organization that CARES. Pilot International is also proud of our multi-generational membership and our dedication to friendship and service. In essence, Pilot is a family and a community, and we celebrate families and communities. We are a family that cares - for each other, for our communities and for our world.

- ✓ The creation and support of International Care & Kindness Week is one way Pilots **Care for Families in Times of Need.**
- ✓ This cause touches everyone the world over.
- ✓ Creating and championing new initiatives to support care & kindness will bring awareness to this cause and to Pilot International.
- ✓ International Care & Kindness Week is a key tool in creating international visibility for Pilot.
- ✓ The more we share about this program, the more caring and kind acts we will encourage and the more people around the world will know about Pilot International.

- ✓ International Care & Kindness Week exists not only to champion caring and kind behaviors, but also to help our organization GROW.



Section 2

How Do We Promote and Participate in International Care & Kindness Week?

Program Steps

International Care & Kindness Week is a week-long public awareness campaign meant to bring awareness to how simple acts can change a day, a life or the world by simply showing someone you care.

During this special week, Pilots are encouraged to engage in numerous activities to emphasize and encourage kindness, caring and general good will to all!

From distributing International Care & Kindness Week promotional materials, to giving "Little Pick Me Ups" to strangers, family and friends, to encouraging families (including their own!) to "Get Real!" and put their devices down during mealtimes, Pilots spread the news that caring for one another means really engaging with one another. Put down your phone, and pick up someone's hand.

Although Pilot and Anchor Clubs perform full Pick Me Ups for family caregivers in their communities all throughout the year, special emphasis is also placed on this signature program during International Care and Kindness Week.

International Care & Kindness Week Program PR & Marketing Guidelines

As noted earlier, International Care & Kindness Week was created not only to be a unique and inspiring program in and of itself, but it is also an excellent tool to help Pilot International gain visibility and grow our membership. In order to be successful in this aspect, Pilot and Anchor Clubs must endeavor to publicize their International Care & Kindness Week projects in their communities by engaging in targeted public relations and marketing campaigns to promote International Care & Kindness Week and Pilot International.

- ✓ **"Public relations"** refers to 'how we relate to our publics.' A successful public relations plan builds and maintains positive relationships between an organization (Pilot International) and all of its 'publics' (the community and potential members). Public Relations is not a one-time event. It is an ongoing, long-term commitment to building the image of Pilot International in order to promote good will, gain exposure and grow the organization.
- ✓ **"Promotion"** is the practice that keeps Pilot International in the minds of the community and helps stimulate demand for the services of our group. Promotion involves ongoing advertising (signs, brochures, etc.) and publicity (mention in the media) using materials and resources provided by Pilot International.

Awareness Building is the key focus of this program. Here are some other ways to share this program and build awareness both for the International Care & Kindness Week message and for Pilot International in the process:

- ✓ Post Pictures to Instagram, Facebook, and Twitter of your club's ICKW activities.
- ✓ Use hashtags #GetReal, #PickMeUps, #ICKW, #PilotService and/or #AnchorService to help "code" or "file" your post with others' posts about the same.
- ✓ Post a comment about the event such as: "We had a technology free evening last night thanks to Pilot's 'Get Real' campaign to celebrate International Care & Kindness Week!" or "The Pilot Club of _____ was pleased to present a Pick Me Up to _____, a deserving Family Caregiver, during International Care & Kindness Week!"
- ✓ Include the direct link to the International Care and Kindness page on Pilot's website – www.internationalcareandkindnessweek.org
- ✓ Use social media outlets to encourage others to host a Get Real evening or nominate deserving Family Caregivers for a Pick Me Up.

Many people ask, "Why we need to publicize the good works we do?" It is certainly not to "toot our own horn" – so to speak - but we have to get the word out about International Care & Kindness Week and Pilot in order to get more name recognition and gain more members. **Pilot must grow and have more members in order to continue to do the good works we do so we can do them for more and more people!** And in order for Pilot to grow, we have to get our name out in the community. But how do we accomplish this?

- ✓ **Step 1:** Determine a PR budget (mainly for printing costs, could be for newspaper ads if club is able).

- ✓ **Step 2:** Post Flyers, Posters, etc. - Make a list of local businesses (restaurants, offices, etc.) or public spaces (churches, libraries, community centers, etc.) where you could place your promotional materials. Think about the places your club meets or places you visit every day where you see these types of materials on display, and approach the managers or persons in charge. Tell him or her about our inspiring International Care & Kindness Week program and ask for permission to post International Care & Kindness Week flyers or posters and leave take-away cards. If permission is granted, post and leave your materials as instructed by the management and continue to check in with these sites frequently to make sure that your items remain visible. Restock when necessary. Be sure to carefully follow any instructions given to you by that particular location regarding time limits or retrieval of materials. You will want to make sure to follow all of their guidelines and leave them with an excellent impression of Pilot so that they will allow you to continue to advertise your events with them in the future.
- ✓ **Step 3:** Alert Local Print Media - Make a list of local newspapers and find out the name and email address of the reporter assigned to human interest stories in your area. Send press releases (using the International Care & Kindness Week Press Release templates provided in the International Care & Kindness Week Resources folder the Pilot International Website) directly to that person (along with pictures, if possible) as ICKW events occur. Also be sure to send the newspaper and contact information to the Pick Me Ups coordinator at Pilot International Headquarters so that HQ can help maintain that information for future reference.
- ✓ **Step 4:** Use Internet/Social Media - Use your club's personal FB page and/or Twitter feed to feature ICKW projects you have done and promote ICKW events as they occur.
- ✓ **Step 5:** Be sure to give a "Little Pick Me Up" to anyone who has helped your club promote International Care & Kindness Week. Make sure to include an official "Little Pick Me Ups" tag.

Promotional Materials & Printing Info

In order to help Pilot and Anchor Clubs promote International Care & Kindness Week, Pilot International has created a number of promotional and informational materials for clubs to download, print and distribute within their communities. These include several different promotional posters and flyers in various sizes.

- ✓ **Please note that flyers will need to be trimmed to size once printed. The half sheet flyers print 2-up and need to be cut down the middle to create two separate flyers. The 8 ½" x 11" flyers will need to be trimmed to size (on the right) once printed.**

These materials and instructions for their use can be found in the International Care &

Kindness Week Resources section of the Pilot International Website.

The International Care & Kindness promotional materials are formatted to have small-quantity printed by a local quick-print service. Large printing chains such as FedEx Office/Kinko's or the copy shops found in big-box office stores (OfficeMax, Office Depot) are certainly easy options, however, your club can certainly benefit from establishing a relationship with a local printing service. Here are some tips when looking for a printer:

1. Ask if a member of your club knows the owner or an employee of a local, franchise-based printing company (i.e. Pip Printing, KwikKopy, Franklin's Printing, etc.). If they do, contact that person, and ask to meet with them.
2. Share some information about International Care & Kindness Week and Pilot. Give them a copy of one of the ICKW fliers, and see if they would be interested in donating some free printing services or give a discount to further the work. In exchange for their discount or donation offer to use their logo on all printed materials to give them advertising support.
3. Look at several companies and compare rates. Also ask for estimates for all the copies you need to get the best rate.
4. Note: Are the company staff friendly when you talk to them about an estimate? Also, read customer reviews online or talk to past customers where possible to see if they meet deadlines.
5. Always review a printed sample before the job is run. Is any folding done correctly? Are there any inkblots or smudges? Each copy should look clear and creases should be uniform as requested.
6. If your club is unable to secure a local printer, please consult the Pick Me Ups Resources page of the Pilot International Website for recommendations. Several Pilot Clubs already have established relationships with printers across the country and are encouraged to share that information with Pilot International for the benefit of other Pilot Clubs.
7. Pilot International also has established relationships with several printing companies (with franchises across the country) who have agreed to provide discounted services to local Pilot and Anchor Clubs. Information about all of these services can be found on the Pilot International Website.