

Heart to Heart Adopt a Grandparent

1. Find a Senior Home in your Community that you would like to support with this program. We always try to look for places that are more in need or are lower income care. If you don't know of one, ask a few of your family members or customers if they know of a place or have had a relative/friend at a local senior care home. You can also do a Google search for Elderly Care Homes (in your city or zip code).
2. When calling them for the first time, ask for the Activities Director for that home. Let the Director know that you are with Mary Kay and that this program comes at no cost to them. We do this as a community service. Find out how many residents they have so you can be sure that everyone gets a gift. If this is your first time I suggest going in and introducing yourself to the Activities Director. Be sure to bring your business card, maybe a little sample for them and your "Adopt a Grand Parent" gift to show.
3. Coordinate with the Activities Director as to when a good time would be for you to come in and deliver your baskets (i.e. when all the residents may be together at once).
4. Now GET BUSY!!! Contact local businesses in your area and ask them to "Adopt a Grand Parent". The cost of each basket is \$25 and is completely tax deductible. (will have receipt posted soon).

5. What goes in your basket? The baskets sell for \$25

Soft Stuffed Bear (optional....your cost \$1-\$2)

Tube Socks (optional...your cost \$1)

Hand Cream (\$10)

Extra Emollient Night Cream (\$13)

Gift Tag (will have that posted Monday)

Gift Sack

The hand cream and Ex.. Em. Night cream are used by the care-givers to massage into the hands and feet of the elderly. And they can always use a new pair of white tube socks to keep their feet warm.

Helpful Hints: Don't spend a lot on packaging since your total cost is already at \$25 the packaging and taxes would be your donation or you can opt to leave out the socks or stuffed animals. Boxes, gift baskets, gift sacks, and stuffed bears can be found at Dollar Stores.

SCRIPT

Hi _____, this is _____ with Mary Kay Cosmetics. Our unit is working on a special project for Valentine's Day for special people in our community.

We are adopting the residents at our local nursing homes and we want to present each of them with a special gift for Valentine's Day. For some, this may be the only gift they will receive this year.

We are asking the businesses in the community to help us with this project by adopting residents, or even an entire wing of residents at a nursing home. Each \$25 will sponsor a special gift for one resident and they will feel so blessed knowing that someone is thinking of. A special Valentine's Day card will be attached to the gift with you or your businesses name so they will know it is a gift from you. Of course, we are trying to gift hundreds of these wonderful men and women, so we really need your help. How many would your business like to sponsor? (pause for answer). Great! I will bring your gift receipt for tax purposes and pick up your donation at that time. Does the beginning or the end of the week work better for you? (set up a SPECIFIC time to come by and pick up donation and take them the gift receipt).

****Hint when calling another business in the same field, be sure to mention XYZ business adopted____. How many would you like to sponsor?**