

SEND FREE CARDS TO SENIOR LIVING COMMUNITIES

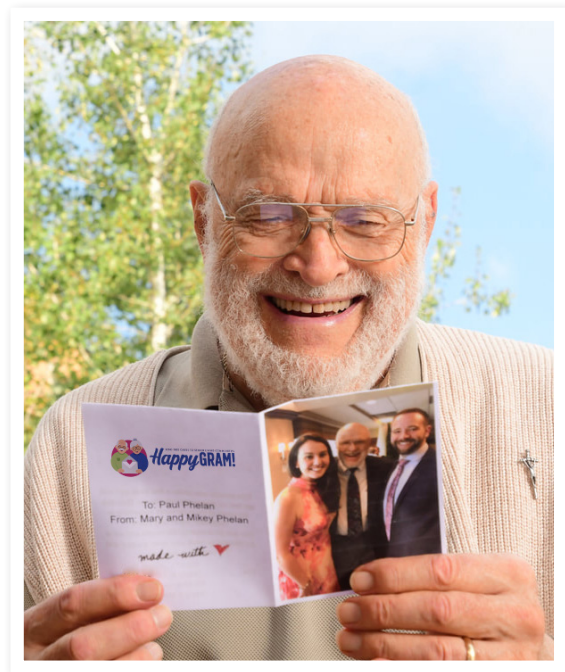


*Happy*GRAM!



WHAT IS HAPPYGRAM?

HAPPYGRAM IS A **FREE CARD DELIVERY SERVICE** FOR SENIORS LIVING IN SENIOR COMMUNITIES.



OUR MISSION is to help senior communities easily connect residents with their loved ones.

Loneliness is an epidemic, especially within the elderly population. Research shows the feeling of loneliness negatively impacts a person's health more than smoking.

HappyGram is a solution to help residents feel less lonely and more connected with their loved ones.

Family and friends can send HappyGrams for holidays, birthdays, anniversaries, or simply just to say 'Hello'!



“Thank you so much for starting this new service!

**FAMILY MEMBER OF
METH-WICK RESIDENT**

“Love the idea of sending messages and photos this way.

**FAMILY MEMBER OF
METH-WICK RESIDENT**

“Thank you! What an amazing way to bring joy to the lives of others!

HAPPYGRAM USER

3-STEP IMPLEMENTATION PROCESS



1. INTRODUCE HAPPYGRAM TO FAMILY AND FRIENDS OF RESIDENTS

If you decide that HappyGram is a good fit for your Senior Living Community, let family and friends know how they can connect with their loved ones via HappyGram.



2. IDENTIFY AN EMAIL ADDRESS FOR DAILY HAPPYGRAMS TO BE SENT.

Choose an email address that will be checked every day and has the ability to print the daily HappyGrams. For example, a front desk or secretary email.



3. PRINT HAPPYGRAMS AND DELIVER TO RESIDENTS

- Open the PDF from hello@happygram.org.
- Print the attached PDF and deliver directly to residents.
- Email or message a confirmation once HappyGrams have been printed and delivered.



HOW TO INTRODUCE HAPPYGRAM

HERE ARE A FEW WAYS TO ANNOUNCE THE NEW SERVICE TO FAMILY AND FRIENDS OF RESIDENTS:

- In a newsletter or email blast.
- Promote the service on your website with a quick description of the service and a link to happygram.org for family members to easily access.
- Share the service on social media and encourage the residents' loved ones to share on their social media as well.

SAMPLE WORDS TO INTRODUCE HAPPYGRAM:

"We found a way for you to make your loved one smile, even with restricted visitations.

[Community Name] would like to announce HappyGram, a new way for you to easily connect with your loved ones. Go to happygram.org to send a thoughtful note letting your loved one know that you are thinking of them. You can even include a picture!

We will print and deliver your message for you! Please take advantage of this free-card delivery service! It only takes a moment to make your loved one's day!"

"THE BEST WAY TO CHEER YOURSELF UP IS TO TRY TO CHEER SOMEBODY ELSE UP."

MARK TWAIN



**LOVE
DELIVERED
FREE!**

WWW.HAPPYGRAM.ORG • HELLO@HAPPYGRAM.ORG