



Send a Smile!

RESOURCE TOOLKIT

chartwells 
serving up happy & healthy

Morrison
LIVING

A JOINT PROJECT BETWEEN CHARTWELLS K12 AND MORRISON LIVING



Coming Together

One of the most inspiring things throughout the COVID response has been the ways communities have come together to support each other. For Morrison Living, that includes partnering with fellow Compass Group sectors like Chartwells K12.

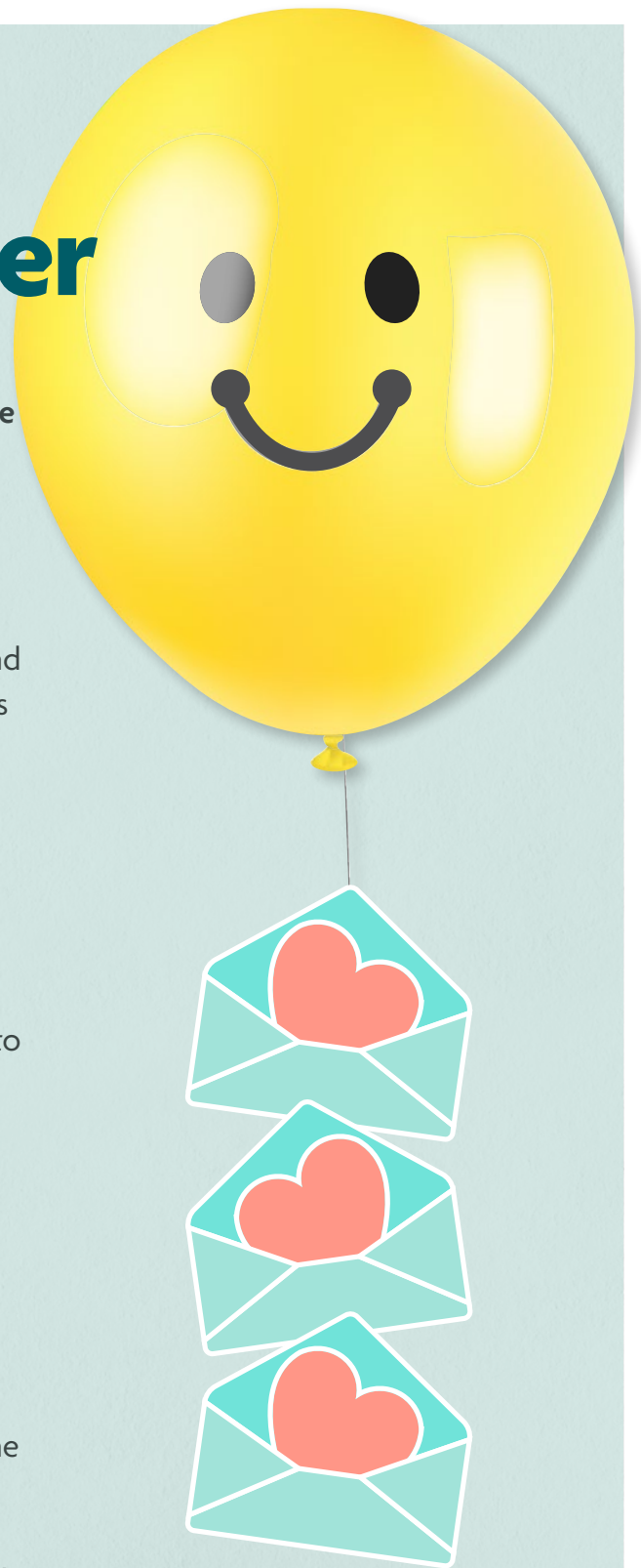
Morrison Living has teamed up with Chartwells K12 to connect school children to residents through our “Send a Smile” campaign. Chartwells is rallying children across the country to write letters and draw pictures to send smiles to seniors.

By distributing “Send a Smile” packets at Chartwells meal pick-up sites, kids are able to bring back their completed letters and pictures on their next visit to be shared with seniors from coast to coast. Morrison Living will then facilitate the delivery of those letters to our residents across the country with the opportunity for them to send a smile back.

While this program may have started between Morrison Living and Chartwells K12, we want to open this up to everyone. There is no better time than now to reach out to others with positive messages and support. We need your help in spreading the word!

Morrison Living serves over 475 communities across the country to over 71,000 residents! That’s a lot of folks deserving of a smile – we can only do this with your help. Let’s pull together to make this project a success!

Please utilize the materials provided in this toolkit to spread the message. Visit morrisonliving.com/smiles for more details.



Send a Smile!

**DOWNLOAD THE CHARTWELLS
LETTER TEMPLATE**

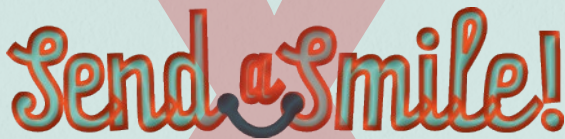
**DOWNLOAD THE MORRISON
LIVING LETTER TEMPLATE**

Send a Smile!

DOWNLOAD LOGO

Download the Send A Smile logo so you can include it in promotional literature.

PLEASE NEVER MODIFY THE LOGO IN ANY WAY.



A large red 'X' is overlaid on the logo, indicating it is incorrect.

Do not modify logo.



A large red 'X' is overlaid on the logo, indicating it is incorrect.

Do not condense logo.



A large red 'X' is overlaid on the logo, indicating it is incorrect.

Do not change the colors of the logo.



A large red 'X' is overlaid on the logo, indicating it is incorrect.

Do not extend logo.



A large red 'X' is overlaid on the logo, indicating it is incorrect.

Do not skew logo.



Send a Smile!

DOWNLOAD FLYER

Circulate this Send A Smile flyer to spread the word.

Help us send a smile!



Morrison Living is collecting letters, drawings, cards or encouraging notes to send to the 71,000+ residents we serve across the country!

This initiative started between Morrison Living and Chartwells K12, sister sectors within Compass Group USA, however we want to open this up to everyone! There is no better time than now to reach out to others with positive messages and support.

We need your help in spreading the word, but also help with writing and gathering letters. We serve a lot of residents deserving of a smile and we can only do this with your help.

Visit morrisonliving.com/smiles to learn more about this initiative, access resources to help spread the word, and download our letter-writing templates!

#SendASmile

Send a Smile!



chartwells 
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Morrison
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Get Social

Help spread the word of this initiative by posting the social graphics (next page) on your social channels. Don't forget to tag us on Facebook, Twitter, Instagram or LinkedIn @MorrisonLiving and use the hashtag #SendASmile.

Look for posts with #sendasmile and like, share, and comment.

Tell your story about your own letter-writing experience and share how it has inspired you.

Suggested Posts:

You can modify these messages and add appropriate images to use on different platforms



Help #SendASmile to seniors during this time of isolation and distancing. @MorrisonLiving is collecting letters, drawings, and encouraging notes to brighten up their day. Visit morrisonliving.com/smiles for more information!



Join @MorrisonLiving on their mission to #SendASmile to their 71,000 residents they serve across the country! Ask your friends and children to send a note or make a card. Everyone loves getting a smile in the mail!

The ask: send notes, cards, drawings, and letters to residents. Simply drop your message in the mail to the address below.

Sending Smiles c/o Morrison Living
400 Northridge Road, Suite 600
Sandy Springs, GA 30350

Join the #SendASmile campaign with @MorrisonLiving!

Instructions:

1. Send a letter, drawing or card to a senior.
2. Drop it in the mail to:
Sending Smiles c/o Morrison Living
400 Northridge Road, Suite 600
Sandy Springs, GA 30350
3. Be the best part of someone's day!

There is no better time than now to reach out to others with positive messages and support! Help @MorrisonLiving reach their goal of sending letters and drawings to the 71,000 residents they serve! Learn more at morrisonliving.com/smiles. #SendASmile



Get Social!

Help spread the word of this initiative by posting these social graphics on your social channels. Don't forget to tag us on Facebook, Twitter, Instagram or LinkedIn @morrisonliving and use the hashtag #SendASmile.



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