NCL, Inc., Annual Meeting and Leadership Conference
April 2017

Conference Philanthropy Focus
“Sleep Tight – Putting Heads at Ease”

NCL, Inc. extends abundant thanks to Ashley Porter, a Sustainer Member of the Texas Laurels Chapter and former District 17 Philanthropy Specialist, for the initial design and implementation of the “Sleep Tight—Putting Heads at Ease” project in her District. Her thorough design of the project, coupled with the creativity and enthusiasm of Ticktockers throughout District 17, made this project a reality that we now share across all NCL, Inc. Districts and Chapters!

Those who have previously attended the NCL, Inc. Annual Meeting and Leadership Conference will remember that the host Region/Chapters work with the NCL, Inc. President to identify a local philanthropy that is the recipient of donations from many of the Chapters in attendance. For the 2017 Conference, the designated philanthropy focus will be “Sleep Tight – Putting Heads at Ease.” This focus compliments the current National Philanthropy Initiative. This concept was introduced during the Fall District Meetings.

We invite District and Chapter Leaders to learn more about the nuts and bolts of the “Sleep Tight” effort via the topics listed below and in the following pages.

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Project Purpose

What: This project is more than a craft activity. It is making a difference in the lives of those serving in the military. “Sleep Tight” is about understanding the challenges and stresses our military face. The project focuses on creating one-of-a-kind, colorful pillowcases for those who have served or are currently serving in the military. When this project was introduced, Chapters used pillowcases to convey messages of hope and support. Every pillowcase was accompanied by a personal thank you note written by a Ticktocker to convey their gratitude and a message that they are not forgotten.

Why: USA Today and the Military Times both report startling suicide rates amongst both active duty and reserve duty military personnel. These rates are 20 percent to 25 percent higher than those of the same age and gender makeup in a civilian population. Soldiers in high stress situations likely can experience combat trauma or PTSD. Suicide rates among Reserve and National Guard troops may be linked to fewer resources for these troops who may not have the same access to support services and mental health care as active personnel. Additionally, recent studies have identified insomnia as one of the most reported issues faced by members who are returning home. The purpose of this project is to deliver words of encouragement to those men and women through the comfort of a pillowcase.

Ways to Participate

Plan Your Own Event: Get your Chapter involved by planning fun events to create custom pillowcases!

Conference: Choose a pillowcase(s) to bring to Conference! While this participation at the NCL, Inc. Annual Meeting and Leadership Conference remains an optional activity, our hope is that every Chapter will be represented during our Philanthropy Partner Recognition Luncheon on Friday, April 21.

Exploring Local Distribution Outlets

We encourage Chapters to explore “Sleep Tight” distribution opportunities with their existing and/or potential new philanthropy partners (please review the Philanthropic Service – Approving/Discontinuing Philanthropy Partners policy contained in the NCL, Inc. Policies and Procedures for Chapters, page 51). Please share your philanthropy partner ideas, such as veterans hospitals and organizations, National Guard Units, military bases in your local area, military support organizations, and the USO.
Event Ideas

There are lots of ways to plan fun events where Members can create their pillowcases. Here are just a few possibilities that may help you plan an “outside the box” event! Be sure to share all your ideas!

**A Ticktocker Sleepover**
Have the Ticktockers bring their pillowcases and begin to work on them together. This way they can share ideas with one another. Utilize your Ticktocker counterparts to help plan and organize the event.

**Seniors Day**
Plan a day for your Members to work with seniors at an assisted living facility creating the pillowcases. Many of the ladies may be willing to teach or help if you choose to embroider your pillowcases. They will love meeting all of you and helping the troops!

**Crafters Party**
Ask the “crafters” in your Chapter to host an event for interested Members to come to their home and assist with painting, drawing, or writing their letters. These Members are a superb resource for you! Also consider a Grade Level Patroness gathering.

**Off Site Philanthropy Hours**
Working with your Philanthropy Committee, recommend guidelines that allow your Members to earn hours working at home on the pillowcases. Many may want to work on them over a period of time as ideas come to them. This type of event is an excellent way to support busy moms! It’s also a great opportunity for older Ticktockers to partner with those who are younger.

**Patroness PJ Party**
Another idea is a PJ party. Ask your Patronesses to wear their pajamas to a meeting to plan or work on their pillowcases!

**Partner with a Philanthropy**
Philanthropy partners, such as children’s museums, may host a fun event like a pillowcase making party. Additionally, they may be used to make crafts, and it could be a great way to get Ticktockers from all grade levels working together!

**Ticktocker Teams**
Draw names from a hat to create “teams” that then combine and work together to create a pillowcase.
Utilization of All Your Resources

**Ticktocker Vice Presidents**
- Assist the Philanthropy Committee as you plan some fun events and provide feedback. Be sure to engage your Ticktockers and get their feedback.
- Publicize the project at Grade Level Meetings and help build enthusiasm. Make sure Ticktockers understand the Mission of the National Philanthropy Initiative.
- Provide “best practices” to Grade Level Advisors as events are scheduled: do not reveal too much personal information such as the schools Ticktockers attend, Ticktocker last names, or social media contact information.
- Consider enlisting the Ticktockers to post pillowcase examples on NCL, Inc.’s social media platforms:
  - Facebook: @nationalcharityleagueinc
  - Instagram: @nationalcharityleagueinc
  - Pinterest: National Charity League, Inc.
  - Twitter: @NCL_INC
  - Snapchat: @ncl_ticktockers

**Chapter Philanthropy Committee**
- Discuss off-site Philanthropy hours and tender recommendations to VP Philanthropy and Chapter Board in advance of launching the project.
- Review all submitted hours.
- Review all content on the pillow cases.
- Assist with planning and preparation for the project.

**Chapter Ticktocker Council**
- Organize an event to showcase the most original pillow case (anonymously submitted, of course) – think of a fun prize or display examples at a Chapter event.
- Partner with the Philanthropy Committee to plan some events and provide feedback. Get the buy-in from the Philanthropy Committee so that the Council has ownership of the project too.

**Administrative Questions and Answers – Finances**

Answers to a few commonly-asked questions appear below. Please be sure to share any additional questions that arise so that this project is as collaborative as possible!

**Question:** Help! We do not have a budget to purchase pillowcases, much less craft supplies. What do we do?

**Answer:** Here are a few creative “workarounds” if your Chapter does not have a budgeted amount for a philanthropy project:
• Do a fun skit at a Patroness meeting and ask Members to donate $2 to fund a pillowcase. Get your Ticktocker Vice President involved in the presentation. You might get enough for 100 pillowcases as many Members may drop more than $2 in the “hat.” This is a simple, easy and quick way to get funds to kick start your project and give Ticktockers a voice in making it happen.
• Ask Members to purchase their own supplies and maintain a record of expenses for their personal taxes.
• Ask Members to bring craft items from home. After that all that’s left to purchase are the pillowcases!
• Ask your Chapter Treasurer to review the Chapter budget for possible funds that may be available, accompanied by a request to the Board to consider re-allocating to this project.

**Question:** What about handling the cash collected?

**Answer:** At the Chapter level, work with the Treasurer on best practices to follow, such as having two Patroness Members present when cash donations are collected and coordinating with the Treasurer for timely deposit of funds.

**Administrative Questions and Answers – Hours Credit**

Chapters should address the topic of crediting of hours in a manner that is the best fit for their Members and the culture of their Chapter. Here are a few ideas.

**Question:** Are these League or Philanthropy hours?

**Answer:** The hours for planning the event can be considered off-site Philanthropy hours, except for the philanthropy liaison, for which these are League hours.

**Question:** How are hours completed for the project entered into the Digital Cheetah system?

**Answer:** Following the guidelines for Chapter philanthropy partner approvals, any new or existing philanthropy partner will be added to the Chapter’s organization list. Under the Enter Hours screen, Members will select the number of hours completed and then choose the appropriate philanthropy partner from the organization dropdown. They will mark these hours with the hours type of “Philanthropy” and select any appropriate modifiers (ie. Mother-Daughter). Hours from the project are not considered donation hours. These hours will be counted toward the Mother Daughter award if the Mother Daughter modifier is check as “yes.” The Digital Cheetah system cannot exclude hours entered as Philanthropy hours from the minimum philanthropy requirement.
Administrative Questions and Answers – A Few Last Details

**Question:** Do the pillowcases need to be compliant with the NCL, Inc. Brand Governance Manual?

**Answer:** If the NCL, Inc. logo or icon is used, it must be compliant with the Brand Governance Manual. Other art and content on the pillowcase does not require a Brand review. If you have any specific questions, feel free to contact NCL, Inc. Headquarters at membersupport@nclonline.org.

**Question:** How do we go about shipping the pillowcases to a philanthropy partner or to a geographically remote location?

**Answer:** Here are tips gathered from District 10 and 17’s experience:

- Shipping will be approximately $18/box.
- Package the pillowcases for storage in extra-large flat rate boxes—about 12-15/box.
- Consider creating a flier to insert into every care package with an approved Chapter photo. Thank you notes often will come back to the Chapter, which creates a wonderful connecting point between our Members and the troops.

**Other Details:**

- If possible, plan to hold “Sleep Tight” events prior to the NCL, Inc. Annual Meeting and Leadership Conference.
- Expansion Chapters in your District may be interested in participating in this project – the Expansion Chapter Advisors will work with their Chapters on this decision. This could be a fun way to involve a new Chapter in a District-wide event!
- Consider asking a representative from a philanthropy partnership to speak at an upcoming meeting to add perspective and meaning to this initiative.
- Share your ideas, take lots of pictures and submit to NCL, Inc. at media@nclonline.org
- Network across your Chapter and District to identify potential philanthropy partners for this project. New partnerships should undergo the philanthropy partner approval process outlined in the NCL, Inc. Policies and Procedures for Chapters.
- Use your committees, especially your Philanthropy Committee and Ticktocker Council! Remember to review all completed projects.
- More information will be forthcoming on the number of pillowcases Chapters and District will bring to the Annual Meeting and Leadership Conference in Dallas, Texas, in April.

- Who to contact with questions? Please reach out to NCL, Inc. Headquarters at membersupport@nclonline.org
Sample Pillowcases

[Images of handmade pillowcases with various designs and messages]

[Images of individuals holding up the pillowcases]

[Text on the images reads]:

- Dear Soldier:
- You can sleep at night knowing that you are making the world a better place.
- We appreciate your sacrifices and selflessness.
- Blessings,
- The Woods

[Text on the images reads]:

- You are a hero.
- Liberty of Thee I Sing
- God Bless America

[Text on the images reads]:

- NCL, Inc.
- NPI Project
- Revision Date: January 18, 2017

[Logo of National Charity League, Inc.]
Sample Letter to Active Military/Veteran

Dear Soldier,

It seems so simple to say “Thank you for your Service!” but I want you to know that your efforts to safeguard our country are truly appreciated. My husband (23+ years!) was a sniper/scout platoon, and I remember the anxiety and fear I felt when he was deployed. I am deeply grateful for the tremendous sacrifice of your proud family as well. Because of all that you are doing, I am able to enjoy and be inspired by many of the things you see on this pillowcase—Alabama football (RTR) – (in fact, all college football and pro too), my faith, my precious Aggie family and sweet puppy, volunteering in my community, and working on a National Charity League, Inc. project called “Sleep Tight.”

Our mission on the “Sleep Tight” project is to provide as many of our troops as possible with a specially-made pillowcase filled with words of encouragement that we hope will lift your spirits. We know your days are difficult and the challenges intense and many. Let this gift serve as a reminder that you are NEVER forgotten!

Please come home safely – and soon!

Take care always.

We Live in the Land of the Free Because of the Brave – That Is YOU!

God Bless,
Ashley P.
Sample Letter to Active Military/Veteran

Dear Soldier,

As I sit here at my regular coffee shop, sipping a latte, looking out the window on a beautiful wintery day, I realize how fortunate I am. My blessings are countless. However, among my greatest blessings is my freedom. This is a blessing to which I owe a great debt of gratitude to our heroes— the men and women of our armed forces.

As you depart on your next assignment, please know that all you do to safeguard our country is appreciated so very much. Working on a National Charity League, Inc. project called “Sleep Tight,” we are providing many troops and veterans with a specially-made pillowcase filled with words of encouragement that we hope will lift your spirits!

We know your days are difficult and the challenges intense and many. Let this gift serve as a reminder that you are NEVER forgotten!

Please come home safely – and soon!
Pam J.

Dear Veteran,

Thank you for all you have done to safeguard our country. Working on a National Charity League, Inc. project called “Sleep Tight,” our goal is to provide troops and veterans with a specially-made pillowcase filled with words of encouragement that we hope will lift your spirits!

Know that as a Veteran of military service, you are NEVER forgotten!

Terri H.
Sample Letter to Military Philanthropy Partner

NCL, Inc., XYZ Chapter
P.O. Box (insert)
City, State, Zip

Insert Philanthropy Partner Name
Their Address
City, State Zip

Dear Philanthropy Partner,

The NCL, Inc., XYZ Chapter located in (insert geographic area) participated in the “Sleep Tight – Putting Heads at Ease” project this winter. Without a doubt, this was one of the most meaningful projects we have every undertaken.

National Charity League, Inc. is a non-profit national organization of mother and daughter members organized in Chapters across the United States. Our mission is to foster mother-daughter relationships in a philanthropic organization committed to community service, leadership development and cultural experiences. With over 225 Chapters in 27 states and nearly 60,000 members across the nation, our members volunteered over 1 million hours to local philanthropy partners in 2016-2017.

The “Sleep Tight – Putting Heads at Ease” project involved making personal, one-of-a-kind colorful pillowcases for our active duty troops and veterans—those serving on the front lines, those at distant outposts, those stationed at bases across the United States, members of the Reserves, and our Veterans. It is our hope that the messages included on these pillowcases boost morale and begin to show our appreciation for the vital contributions made by the members of our military. We hope the recipients find new, creative uses for these – certainly on a pillow, a laptop cover, a chair back cover, a wall hanging – and that they know how much their service means to all of us. The enclosed photo was taken (insert...at a Chapter meeting making the pillowcases, packing the pillowcases, etc.)

We live in the home of the free because of the brave – our military members,

Your name
Your position