

Respite Relief for Military and Veteran Caregivers

Social Media Toolkit 2020

Program Background:

The Elizabeth Dole Foundation has joined the U.S. Department of Veterans Affairs to create [Respite Relief for Military and Veteran Caregivers](#), a new program that will offer caregivers access to no-cost, short-term relief during the COVID-19 crisis. CareLinx is powering the emergency fund with a generous contribution of \$1 million in professional in-home care services.

We launched this program as a direct response to the rapidly rising concerns of military and veteran caregivers struggling under the pandemic. Our Foundation's surveys and COVID-19 outreach have discovered caregivers suffering from spiking rates of isolation, emotional distress, and health concerns.

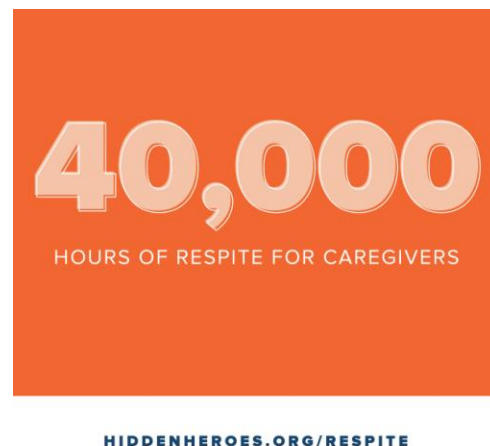
The CareLinx donation, made through parent company Generali, will provide 40,000+ hours of non-medical home care for 1,600+ caregivers and their wounded, ill, or injured warriors. Our partnership with the VA and key support of AARP and Bob Woodruff Foundation will help ensure we deliver these hours to the caregivers who need it most.

We're seeking partners interested in pledging additional support to expand the available pool of respite hours to more caregivers across the country. Please contact respiterelief@elizabethdolefoundation.org if you're interested in becoming involved.

As a close partner of the Foundations, we'd appreciate your help spreading the word to military and veteran caregivers, and their families. Below you will find sample social media posts and creative assets to share with your network.

Creative Assets to Amplify:

- [FAQ](#)
- Senator Dole announcement video: [DropBox](#), [YouTube](#)
- Respite Relief program website link: hiddenheroes.org/respite
- [Promo social media graphics](#) (examples below)



[View and download graphics here.](#)

Hashtag to Use:

- #RespiteRelief

Sample Social Media Posts to Share:**Twitter:**

- Are you a military or veteran caregiver in FL, CA, or TX in need of short term respite? You may be eligible to receive no-cost #respiterelief from @doleFoundation. Learn more here: www.hiddenheroes.org/respite.
- Senator Elizabeth Dole has some exciting news to share! @dolefoundation, @carelinx, and @deptvetaffairs are providing no-cost respite care to eligible military and veteran caregivers in CA, FL, and TX. #RespiteRelief <https://bit.ly/SenDoleRespite>
- @dolefoundation and @deptvetaffairs launch emergency veteran caregiver #RespiteRelief program with @CareLinx \$1 million donation. Learn more here: www.hiddenheroes.org/respite.

Facebook/LinkedIn/Instagram:

- Are you a military or veteran caregiver in California, Florida, or Texas? You may be eligible to receive no-cost respite relief from @elizabethdolefoundation, @carelinx, and @veteransaffairs. Learn more here: www.hiddenheroes.org/respite.
- Senator Elizabeth Dole has some exciting news to share! @elizabethdolefoundation, @carelinx, and @deptvetaffairs are providing no-cost respite care to eligible military and veteran caregivers in CA, FL, and TX. #RespiteRelief <https://bit.ly/SenDoleRespite>

Partners to Tag:

- **CareLinx:**
 - Twitter: @carelinx
 - Instagram: @carelinxcaregivers
 - Facebook: <https://www.facebook.com/CareLinx/>
 - LinkedIn: <https://www.linkedin.com/company/carelinx-inc>
- **Elizabeth Dole Foundation:**
 - Twitter: @dolefoundation
 - Instagram: @elizabethdolefoundation
 - Facebook: www.facebook.com/elizabethdolefoundation
 - LinkedIn: <https://www.linkedin.com/company/elizabeth-dole-foundation>
- **U.S. Department of Veterans Affairs:**

- Twitter: @deptvetaffairs
- Instagram: @deptvetaffairs
- Facebook: www.facebook.com/veteransaffairs
- LinkedIn: <https://www.linkedin.com/company/department-of-veterans-affairs/>

- **VHA Innovation:**
 - Twitter: @VHAInnovation
 - Facebook: www.facebook.com/VHAInnovation

- **AARP:**
 - Twitter: @AARP
 - Instagram: @AARP
 - Facebook: www.facebook.com/aarp
 - LinkedIn: <https://www.linkedin.com/company/aarp>