



— AN ISSA CHARITY —

### TIPS FOR A SUCCESSFUL PARTNERSHIP

- Be responsive to patients—our single biggest complaint from patients is delayed contact from cleaning companies
- Maintain the integrity of the program: 2 donated home cleanings within 60 days
- Bolster your cause marketing
- Be responsive to calls and emails that you receive from us

### Benefits of Partnership

A key benefit is for you and your staff to enjoy the personal satisfaction that comes from working with a nonprofit that assists thousands of cancer patients, while making a difference in the lives of local cancer patients.

Developing your professional and charitable company brand enables you to create a stronger bond with consumers and clients, while inspiring others to do the same!

Go to the Partner Login under the Cleaning Companies tab at [cleaningforareason.org](http://cleaningforareason.org) to access our logo and other partnership materials.

- Have you read the attached Welcome Packet?
- Have you added our logo to your marketing materials and social media?
- Have you taken our tear off pad to your local cancer center? You can also download the pdf copy of the tear-off pad for your use.

**Continued on next page**

## Welcome and Congratulations

on partnering with Cleaning for a Reason! There are many benefits personally and professionally by participating in a charity that is directly associated with your own industry.

Since our inception in 2006, we have partnered with more than 1,200 cleaning companies who have generously provided free house cleaning services valued at over \$14.1 million to more than 41,000 cancer patients.

Thank you for choosing to make a difference in the lives of cancer patients in your community.

### PROGRAM SUMMARY

**Cancer patients apply through [cleaningforareason.org](http://cleaningforareason.org).** We contact you by email to refer patients based on the Zip/FSA codes in your Service Area in the Partner Login.

- Accept or deny patient referrals right away.
- If accepting the patient, contact patient via phone and email within 5 days to schedule **2 basic, general cleanings within 60 days**.
- Go to Partner Login and a patient's record to enter scheduled cleaning dates and their retail values (you can revise as needed). New patients will be referred to you once the second cleaning date passes.
- Contact **[cheryl@cleaningforareason.org](mailto:cheryl@cleaningforareason.org)**:
  - ✓ To retrieve your username and password to the Partner Login
  - ✓ To request brochures, tear-off pads, and giveaways; you can also download a pdf of the tear-off pad in the Partner Login
  - ✓ If a patient is unresponsive to your calls or emails for 30 days OR no longer wants cleanings OR wants to postpone cleanings
  - ✓ If you cannot complete the cleanings for a patient
  - ✓ To take on a patient that has contacted your company directly (ask the patient to apply on our website as well)
  - ✓ To update your credit card for pledges
  - ✓ To cancel your partnership

**Cleaning for a Reason is a 501(c)(3) non-profit organization that provides free home cleaning services to cancer patients—any man, woman, or child is eligible for services if recovering from cancer surgery, in cancer treatment, or in hospice care.**



## Seasoned Partners Assisting as Coaches

Consider talking with seasoned cleaning partners about their experiences and ideas on what works when helping cancer patients:

- **Buckets & Bows Maid Service**  
Flower Mound, TX  
bucketsandbows.com  
**Contact: Carla Pruett**  
carla@bucketsandbows.com  
972-319-0400
- **Happy House Cleaning, LLC**  
Sandy, UT  
happyhouseclean.com  
**Contact: Beth Green**  
charmonhbc@gmail.com  
801-651-6682
- **Three Little Birds**  
Hamilton, Ontario, Canada  
3littlebirds.ca  
**Contact: Sherry Weavers**  
sherry@3littlebirds.ca  
905-538-5046

## Benefits of Partnership (continued)

- Have you sent in your completed press release questionnaire?
- During estimates, have you mentioned your partnership with Cleaning for a Reason to distinguish your company?
- Have you engaged your clients to support the cause through patient referrals and donations?
- Have you shared our brochure with your vendors to engage them in supporting your charitable cleanings?

## Cause Marketing All Year Long

**JAN: Ringin' in Hope** by attending a local networking group, e.g., chamber of commerce, rotary, or lions club. When introducing your company, mention that you clean for cancer patients.

**FEB: For the ♥ of Cancer Patients**, drop off or email the tear off pad at your local cancer center and support group to facilitate patient referrals.

**MAR: Spring Cleaning** means it's time to host a table at a local event to promote your company and your charitable cleanings—ask us for promo materials. Have a drawing and contact form to track business leads.

**APR: Cleaning for a Reason Week, April 18-24** means it's time to leverage our CFR Week marketing campaign. Watch for it in your email.

**MAY: Cheering for Moms on Social Media**, especially those battling cancer. Capture their photos, video segments, or quotes about what the gift of a clean home means to them.

**JUNE: Celebrating Dads on Social Media** means spotlighting brave dads you've helped that are facing a cancer diagnosis..

**JULY: If it's the slow season, take on extra patients.** Use patient cleanings to fill your calendars, train techs, and make a bigger splash in your community.

**AUG: Need Online Reviews?** Word of mouth has gone digital! Invite clients and cancer patients to consider leaving a review about your business on Yelp.

**SEPT: Back to School Specials** means kids are back in school and it's time to clean. Add our logo to any advertising you do.

**OCT: Get Spotlighted During Pinktober.** Ask [lucy@cleaningforareason.org](mailto:lucy@cleaningforareason.org) for a press release, highlighting the difference you make for breast cancer patients and any cancer patient all year long! Watch for our Pinktober marketing campaign coming to you!

**NOV: Thankful & Giving Back**, so let clients know how much you appreciate them and that you're giving back through charitable cleanings for local cancer patients. In the spirit of charitable, yuletide joy, set up your partner fundraiser on our website.

**DEC: The Gift That Keeps on Giving** promotes the sales of gift certificates with a campaign to donate 10% of certificates sold to Cleaning for a Reason (fundraising can be a credit toward pledges).

## CLEANING FOR A REASON STAFF

Partner Hotline 877-564-3452 [cleaningforareason.org](http://cleaningforareason.org)  
P.O. Box 146, Lewisville, TX 75067

<b>Partner Manager</b>	<b>Cheryl Cleavenger</b>	469-645-1118 (w) 972-571-4348 (m) <a href="mailto:cheryl@cleaningforareason.org">cheryl@cleaningforareason.org</a>
<b>Recruiting Manager</b>	<b>Debbie McAdams</b>	<a href="mailto:debbiem@cleaningforareason.org">debbiem@cleaningforareason.org</a>
<b>Patient Manager</b>	<b>Shelly DeForest</b>	<a href="mailto:patientadvocate@cleaningforareason.org">patientadvocate@cleaningforareason.org</a>
<b>Operations Manager</b>	<b>Lucy Lee</b>	<a href="mailto:lucy@cleaningforareason.org">lucy@cleaningforareason.org</a>
<b>General Admin</b>	<b>Stacey Schwinghammer</b>	<a href="mailto:stacey@cleaningforareason.org">stacey@cleaningforareason.org</a>

# Cleaning for a Reason Welcome Packet

Thank you for joining the cause of free house cleanings for cancer patients as our newest cleaning service partner. As a business owner, you are in a unique position to have a positive impact in your community through your benevolent giving.

At the same time, you can cultivate employee morale, brand your reputation as a good corporate citizen, and build awareness about your business. And you can have the satisfaction of knowing that you are making a difference on more than the bottom line, specifically in the lives of women, men and children battling cancer, one home at a time.

This packet provides an overview of the Cleaning for a Reason program, along with ideas on how to promote what you are doing with the organization.

Program Outline .....	Page 2
Script for Calling Patients .....	Page 4
Frequently Asked Questions and Answers .....	Page 5

## ***How can I promote what I'm doing with Cleaning for a Reason?***

Promoting what you do with Cleaning for a Reason distinguishes and brands your business as one that gives back to the community:

- **Display our logo** on your website, social media, business cards, estimates, commercial bids, advertising, vehicles, uniforms, etc. *To download our suite of logos and Logo Guidelines, go to the Partner Login.*
- **Pass out our brochures, tear-off sheets, and giveaways.** A pdf copy of the tear-off sheet is available in the Partner Login. Target current clients, community events, as well as local cancer centers (nurse navigators, cancer support groups, etc.). *Before distributing our materials, consider attaching your business card/sticker. For marketing materials and giveaways, email [cheryl@cleaningforareason.org](mailto:cheryl@cleaningforareason.org).*
- **Have us write you Cleaning for a Reason specific press releases** to announce your partnership and your activities supporting the cause. We'll publish your press release on our website and social media and provide you a copy to forward to local media (e.g., newspaper, community magazine, radio, and TV news). Aim to be in the media at least 1 to 2 times a year. *To request a press release, email [lucy@cleaningforareason.org](mailto:lucy@cleaningforareason.org).*
- **Use social media to promote your charitable cleanings and engage the support of your clients and your community.** Add quotes and photos from yourself and your staff capturing the impact of what you do. Savvy consumers hire businesses that give back and help spread awareness. Along with special offers and updates, share entertaining and useful posts to build your fan base. *Feel free to "like" and "share" posts from our FB page ([facebook.com/cleaningforareason](https://facebook.com/cleaningforareason)) to yours and vice versa.*

### ***What can I take as a tax deduction?***

Please consult with your accountant regarding any tax write-offs. Cleaning for a Reason is a division of ISSA Charities, a 501(c)(3) non-profit organization, EIN 36-3620078.

### ***If I cannot continue with the program at any time, how do I cancel my partnership?***

We understand that situations may arise where you cannot continue as a partner. To cancel your partnership, email [cheryl@cleaningforareason.org](mailto:cheryl@cleaningforareason.org) or call 877-564-3452. Please inform us if you are able to finish the cleanings for patients that you may be serving. Please also remove our logo from your website and marketing materials to prevent confusion with patients applying in your area.

You may also contact [cheryl@cleaningforareason.org](mailto:cheryl@cleaningforareason.org) if you need to:

- Retrieve your username and password for the Partner Login
- Update your credit card information for the monthly pledge
- Report patient issues, e.g., if a patient is unresponsive to your calls or emails for 30 days OR no longer wants cleanings OR wants to postpone cleanings
- Take on a patient that has contacted your company directly (ask the patient to apply on our website as well)

## **Program Outline**

- You have agreed to clean for **2 patients at a time, offering each patient 1 cleaning a month for 2 months**. In other words, you will be donating a minimum of 2 free general cleanings a month for cancer patients in active treatment.
- **Stick with the program—each patient receives 2 cleanings.** If the conditions require more time than you can donate, please prioritize the rooms with the patient and donate the time you have determined works for your company.
  - These are general cleanings, not deep/spring cleanings.
  - You decide on the amount of time and scope of each cleaning.
  - You can ask patients about their cleaning priorities and divide it up over 2 cleanings.
- **Do not accept payment.** It is okay to accept tips, but please do not accept payment as it compromises the legitimacy of the organization.
- **Keep your service area updated.** Patients are referred to you based on what you have listed under the *Service Area in the Partner Login*. We suggest that your Zip/FSA Codes cover a minimum 15-mile radius to facilitate matching you with local patients.

If lacking patients in your area, consider doing this:

- Expand your service area by adding Zip/FSA codes
- Take an available patient outside your usual territory, perhaps in an underserved area. You may combine 2 cleanings into 1 cleaning—thank you for going the distance!
- Reach out to cancer centers, patient navigators, and support groups with our tear-off pad and/or a pdf copy of the tear-off sheet. Invite them to register at *Learn More & Register under the Cancer Centers tab* to be added to our directory of contacts.
- **Watch for our emails referring you patients.** Check your junk folder routinely for missed emails. It is vital that you always have a valid email address in our records. To change your email on file, contact [cheryl@cleaningforareason.org](mailto:cheryl@cleaningforareason.org).

- **Reply promptly when referred a patient** by entering the Partner Login (*the patient is not aware you have received their information*):
  - **Check the patient's address** to be in your area. For patient confidentiality, you will see the patient's phone/email after you accept the patient.
  - **Accept the patient if you can take them on.** Your acceptance triggers an email to the patient to expect contact from you within **5** business days to schedule both cleanings. The patient is also notified of your business name and phone number.
  - **Deny the patient if you cannot take them on.** Please click on a reason, e.g., patient not in my service territory. Once patient is denied, it allows us to begin searching for another available cleaning partner (*patient does not know they have been denied*).
- **After accepting a patient, contact the patient within 5 days via phone and email to schedule both cleanings, the first within 30 days, the second within 60 days.**

**Note:** Our single biggest complaint is from patients who have been matched with a cleaning service, but have yet to be contacted. If you are unable to service the patient within 30 days, please notify [cheryl@cleaningforareason.org](mailto:cheryl@cleaningforareason.org).

Here are some tips when scheduling cleanings with patients:

- Before contacting the patient, determine a few dates and times a patient can choose from for their 2 upcoming cleanings.
- See “Script for Calling Patients” on next page.
- If a patient is not responding, notify [cheryl@cleaningforareason.org](mailto:cheryl@cleaningforareason.org), who can contact the patient on your behalf or remove the patient from your list at your request.
- **Update the patient's record** at *View Patients in the Partner Login*:
  - Enter the **2 scheduled cleaning dates** in patient's record (*this will reduce the number of auto email reminders you receive*).
  - Enter the **fair market value** of each cleaning had the patient been an actual paying client—you can revise as needed. This helps us capture the reach of the program as well as monitor that patients are being cleaned for.
- **Accept patients until you are at capacity with 2 patients.**
  - The “scheduled cleaning” for a patient automatically converts to a “performed cleaning” when the date passes. After there are two performed cleanings, the system marks the patient as “completed” and automatically opens the spot for us to refer you another patient.
  - Given the circumstances, you may want to donate additional cleanings to a patient. We just ask that you do so while taking on the next patient we refer you. Patients in your area may be waiting for an opening. Please include any additional cleanings you perform for a patient in the patient's record.
  - **To increase the number of patients you can take on at the same time**, e.g., during a slow season or your cause marketing campaign, go to *My Profile in the Partner Login* to increase your patient capacity. We turn away thousands of patients each year and truly appreciate the difference that you choose to make as a partner.

# Script for Calling Patients

After accepting a patient match, please call the patient within **5 days** of your accepting the match.

## Tips

Before calling the patient, consider these tips to facilitate scheduling the first cleaning within **30 days** and the second cleaning within **60 days**:

- Identify 2 to 3 preferred dates and times for each cleaning for the patient to choose from, e.g., 3<sup>rd</sup> Monday at 3pm, slow business days, gaps in your schedule, etc.
- Decide on how many hours you will donate with each cleaning; also decide on whether an individual or a team will be cleaning, e.g., (2 hours)(team of 2) = 4 hours
- Identify the scope of each cleaning, i.e., the tasks and boundaries of what your business can do, keeping in mind that these are general cleanings, not deep/spring cleanings.

In addition to the questions below, you may have others you typically ask that you want to include.

## Partner Script

Hello, <patient name>. This is <name> with <company name>. I'm calling to schedule your free house cleanings that you applied for with Cleaning for a Reason. We're donating these cleanings free of charge and are not compensated in any way for the cleanings. It's our way of giving back to the community and we are thrilled with the opportunity to do so.

We'll provide you a total of 2 general cleanings, that is, 1 cleaning per month for 2 consecutive months. For our donated cleanings, we provide \_\_\_\_ hours and we send \_\_\_\_ people. *<If sending a team, specify that patient will receive a total of # hours' worth of cleaning, e.g., (2 people) (2 hours) = 4 total hours' worth of cleaning.>*

What areas of your home is a priority for you to get cleaned? ... We can help with that! Your general cleaning in those rooms will include *<list the tasks you'll perform. Depending on request, you can break it out over the 2 cleanings. Please inform the patient if a requested task is outside the scope of the general cleaning that you are providing.>*

I have 3 openings for cleanings within the next few weeks that I'd like to offer you to choose from. The first one's on <date, time>, the second one's on <date, time>, and the third one's on <date, time>. Which would work best? Note that someone must be home when we come to clean.

For your second cleaning, I have 3 openings for you to choose from as well....

Please contact me as soon as possible at <your phone number> if you need to change the date or time of a cleaning. We need at least *<3 days' notice or a lead time you specify>* in order for it not to count as a cleaning. Also, if we arrive and no one is at home for a scheduled cleaning, we will need to count that as a cleaning. Unfortunately, we are unable to get that appointed time back.

Any other questions you have or issues we should be aware of? *<pets, allergies, smoking home>*

We're all set and we'll be at your house for your first cleaning on <date, time>. Good-bye!

## Frequently Asked Questions and Answers

Be prepared to answer the following questions for your clients and community. For more information, see [cleaningforareason.org](http://cleaningforareason.org).

### **What does Cleaning for a Reason do?**

Cleaning for a Reason is a 501(c)3 non-profit organization that provides free home cleaning services to cancer patients. We believe in the power that a clean living environment can have on a patient's physical, mental, and emotional well-being. We partner with qualified, local residential cleaning companies across the United States and Canada. Our partners are dedicated to supporting individuals and families affected by cancer and providing their services at no cost to the patient.

### **Who qualifies for the service?**

We serve all individuals and families with any type of cancer. Patients are eligible if they are recovering from cancer surgery, in cancer treatment, or in hospice care.

### **Where is the organization located? Where do we offer services?**

Our headquarters is located in Lewisville, TX. We have cleaning partners located throughout the United States and Canada. For a map displaying our cleaning partners and their locations, please visit the *Find a Provider page under the Patients tab*.

### **How can my local cancer center receive information to promote Cleaning for a Reason?**

Feel free to reach out to cancer centers, patient navigators, and cancer support groups with our tear-off pad and/or a pdf copy of the tear-off sheet. Please invite the cancer center to register at *Learn More & Register under the Cancer Centers tab* to be added to our directory of contacts.

### **How do cancer patients apply for services?**

We accept applications online. Please go to *Learn More & Apply under the Patients tab* to complete an application with your name, phone, email, and home address.

### **Can I submit an application for someone else?**

Yes, we welcome applications submitted by caregivers, nurse navigators, doctors, family, or friends on behalf of patients. However, **you must ask the patient first and ensure they are willing to accept the service**—we do not surprise patients with cleanings. The application asks for a patient's full name, phone, email, and home address so please have all the information when submitting an application. You may use your phone or email for contact if the patient prefers.

*If a patient contacts a cleaning company directly to ask for a cleaning*, the company can direct the patient to apply on our website and request the cleaning company in the field that asks if they have a residential cleaner in mind. As a follow-up, the company can also email [cheryl@cleaningforareason.org](mailto:cheryl@cleaningforareason.org) to request the patient.

### **What can a patient who has been matched with a cleaning partner expect?**

Upon being matched with a cleaning company, a patient will receive two home cleanings at their residence—that's one cleaning a month for two months. These home cleanings will help cancer patients and their loved ones focus on what's important and remove the burden of maintaining a clean home during a difficult time. Please note that services do not include deep/spring cleanings.

**What happens if a patient isn't matched with a cleaning partner?**

We are proud to have a high match success rate of 50 percent, which is well above the American Cancer Society's benchmark standard of 30 percent for cancer charities. While we cannot guarantee a patient will be matched, we do our best to find an available partner in their area. Cleaning for a Reason is always expanding partnerships and territory in an effort to serve more cancer patients.

**Can my clients donate to Cleaning for a Reason?**

We rely on donations to grow and advance our organization. Monetary donations received from your clients can count as a credit toward your pledges. Have your clients identify you as the cleaning service that they would like to support.

- We accept donations under the *Donors tab*.
- We accept *checks payable to Cleaning for a Reason* and mailed to:  
ISSA Charities  
P.O. Box 734383  
Chicago, IL 60673-4383
- Donations can be made in memory of or in honor of a loved one.