

THE REASON

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UNTIL THERE'S A CURE... CLEANING FOR A REASON®
www.cleaningforareason.org

NEVER UNDERESTIMATE THE DIFFERENCE YOU CAN MAKE IN THE LIVES OF OTHERS.

By Lucy Lee

WELCOMING CLEANING FOR A REASON WEEK

THE OPPORTUNITY TO PREPARE IS NOW

Cleaning For A Reason Week was established by the foundation in 2009 to raise awareness that there is an organization that works to provide free residential cleaning to women undergoing treatment for cancer.

If you've been leveraging cause marketing for your business, your clients already know that you are a company that is "doing well by doing good." That is, your marketing should already reflect your commitment to social responsibility because of your charitable cleaning for women battling cancer. Research indicates that more than 89 percent of consumers would switch brands to a cause-related product or service if price and quality were similar. **Your mission during Cleaning For A Reason Week, should you choose to accept it, is to market your affiliation in a heightened manner, while promoting awareness of the cause for women in need in your area.**

doing *well*
by doing *good*

Leverage social media to connect and market.

We are a society that is connected to technology 24-7. Research also indicates that women, 40 and older, are one of the largest demographics using Facebook, which also happens to be the demographic that hires cleaning companies! During Cleaning For A Reason, work to generate positive electronic word of mouth (or mouse in this case) in order to obtain strong third-party approval for your business with heightened brand awareness and new clients. An easy action item to start with is to switch your Facebook profile to the National Cleaning For A Reason logo. Any casual browser on your Facebook



page will know right away that you are a company focused on giving back.

Take and share photographs and videos that capture your story. Photos and videos are the perfect social media marketing tool for small- and medium-sized businesses. No added expense, just a few minutes of your time and some creativity. While a photo conveys a thousand words, don't underestimate your story's value. Your story draws prospects in to find out more about you and your services. Here are examples of easy photos and videos to take and share:

- In front of a patient's home with the Cleaning For A Reason logo (e.g., a copy of our newsletter, a foundation brochure, leave-behind cards, etc.)
- A team photo capturing the number of patients served to date, e.g., think self-made signs
- Owner's photo with the pink Cleaning For A Reason certificate

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By Bob Schneider, Owner and Founder
Executive Cleaning, LLC, Wausau, WI

PARTNER SPOTLIGHT: EXECUTIVE CLEANING DEDICATES A STAFF MEMBER TO HELPING CANCER PATIENTS



Owner Bob Schneider and manager Marie Arnold share a commitment to helping local women battling cancer.

Executive Cleaning, a family-owned business in Wausau, WI, began in January 2012. Started by myself with two employees, the company has now grown to over 50 employees. The business was built on integrity, honesty, and hard work and continues to value employees first and foremost. While striving to give customers the very best service possible, employees are encouraged to take pride and ownership in each job and environment they clean. My first priority has always been toward my employees; secondly, toward supporting local organizations that benefit my community; and thirdly, toward helping around the world.

I heard about Cleaning For A Reason a few years ago and thought it was a great service for those struggling

through a difficult time in their life. I was out shopping in May of 2014 for some new office furniture when the sales person asked me if I was doing anything for cancer patients. She mentioned that she just went through chemo and did not have the strength to clean her house. I told her about Cleaning For A Reason, but she said no one in this area was part of the foundation. In November, I came in contact with Cleaning For A Reason at the ISSA National Convention and signed up immediately. I knew it was something we had to do.

My intention at the time was to allow my staff to fit these donated cleanings into their weekly schedules. However, God had other plans for me and a special person named Marie Arnold, whom I was about to meet. Marie had just lost her husband and decided to relocate to Wausau to be closer to her eldest daughter and grandchildren. Marie applied with my company looking for part-time work. While explaining to Marie about Cleaning For A Reason, I was very excited to hear about her desire for years to be involved in a ministry geared toward helping women. We both realized that God had been working behind the scenes preparing this ministry and a person to fill it at the same time. Realizing that this was a perfect fit, I decided to hire Marie to serve this cause exclusively.

To launch the program for our company, Marie visited hospitals, cancer centers, churches, beauty salons, and area businesses to pass out brochures and spread awareness about our affiliation. She also wrote letters, mailing them with brochures to each of our clients. As cancer patients began requesting services, Marie set up appointments and began cleaning for patients, even helping some outside of work with grocery shopping, companionship, and chemo trips. We have since lost four patients to cancer and it definitely affects you when this happens.

After participating with Relay For Life last June, we fully intend to have a team this year as well. What a great opportunity to set up a table and introduce our company and the cause we stand behind. We also prepare gift packages for our cancer patients

"I feel very blessed to be able to help women in this way and extremely thankful for the health and energy that God has granted to me at the age of 62 years old. I love people and have always been quick to serve others. How amazing to be able to use this gift on a daily basis. I feel that the gift of encouragement goes right along with this act of service and Cleaning For A Reason is a huge opportunity to exercise both. When I share about this cause, it heightens awareness in people of the struggles in everyday life that are a result of cancer and its treatment. Serving cancer patients has opened my eyes to so many needs that I hadn't even considered before."

~Marie Arnold
Manager of Cleaning For A Reason Activities
Executive Cleaning, LLC

with assorted items, such as Mary Kay products, professionally packaged chocolates donated by a local chocolate shop, and floral bouquets. Marie also continues to write personal letters of introduction for new patients and our clients. We are constantly looking for new ways to add a personal touch to what we consider "our ministry."

We have now been with Cleaning For A Reason for one year. This past January, we were matched with five new patients. We have also decided that we will not turn away men who approach our cleaning company directly asking for help. It has certainly been a blessing to be a part of this ministry, and I thank God daily for allowing us to serve Him, while serving others.

WELCOME NEW PARTNERS

A Time to Relax, LLC Powell, OH
A.M. Cleaning Pasco, WA
ABBA Services Fulton, TX
All County Cleaning Frederica, DE
Army of Maids Orlando, FL
Cali Group Services, LLC Tulsa, OK
Ceci's Maids At Your Service Austin, TX
Chicago Clean Home Chicago, IL
Diamond Eco Friendly Maid Service, LLC Arnold, MD
Domestic Divas of Charleston Ladson, SC
Dust Til Dawn, LLC West Plains, MO
Excellent Maids Detroit, MI
Grade A Cleaning Frederica, DE
Green 2 Kleen, LLC Jasper, GA
Home Renew By Angie Stow, OH
Kaylors Cleaning Services, LLC Mansfield, OH
Life Maid Easy Watertown, SD
MadeEZ Austin, TX
Maid Right of North Phoenix Phoenix, AZ
Merry Maids of Orange County Santa Ana, CA
Outstanding Cleaning, Inc. Somerville, MA
Papillon Home Services, LLC Pearland, TX
Personal Touch Cleaning Service Spring, TX
Regal Maid Service of Cumming, LLC Cumming, GA
Reliance Services, LLC Pensacola, FL
Rockstar Cleaning Oak Harbor, WA
Southern Cleaning Lakeside City, TX
The Cleaning Authority of Harrisburg Harrisburg, PA
The Dirt Squad Wilmington, DE
Tiger Maids Auburn, AL
Tranquil Home Personnel Service San Diego, CA
Two Maids & A Mop of Richmond Richmond, VA
Urban Spotless Edmonton, AB, Canada

CLEANING FOR A REASON CORE VALUES



FREE
House Cleaning
FOR WOMEN UNDERGOING
TREATMENT FOR CANCER

DELIVER OUR PROMISES WITH
COMPASSION to our customers
and partners

Provide TRANSPARENCY in all we do
Be HONEST AND ETHICAL in our
actions and words

Hold a PASSIONATE COMMITMENT
to our vision

Be RESPONSIBLE in the
management of our resources

INSPIRE others

Sponsors



FROM THE FOUNDER’S DESK

Impact Lives by Creating Awareness During Cleaning For A Reason Week

I truly love Cleaning For A Reason Week. Put simply, it's a chance to show the world what we care about, while building a passionate audience around the cause. Invite your family members, friends, clients, business colleagues, fellow cleaning service business owners, and any folks touched by the devastation of cancer to join you in spreading awareness and supporting the cause in any one of the following ways:

- Tell a friend about Cleaning For A Reason... she will thank you for it.
- Change your profile pic on your Facebook timeline or Twitter feed from April 18–24 to the Cleaning For A Reason Week logo.
- Help us to serve more women battling cancer in our area. Help us recruit more maid services that don't know about this program. Do you use a cleaning service? Are they Cleaning For A Reason?

- Support a local business that gives back to your community. Look to hire a maid service (or switch services) to one that is Cleaning For A Reason.
- Support the Give A Dollar Campaign. Clients of Cleaning For A Reason partners can support the cause by adding a \$1 to each paid cleaning and 100 percent of the donation will go to Cleaning For A Reason and providing free house cleaning to women who are battling cancer.
- Use Amazon to give to Cleaning For A Reason simply by shopping on their AmazonSmile website (www.smile.amazon.com). As you purchase items for yourself, family, and friends, AmazonSmile is helping nonprofits by donating .5 percent of the price of eligible purchases to your favorite charity. Simply go to www.smile.amazon.com, select Cleaning For A Reason as your charity of choice, and begin shopping.

- See if your company offers a “matching corporate gifts” program. Please select Cleaning For A Reason as your charity of choice in giving (and invite your co-workers to do the same). This nonprofit is a 501(c)3 and can be added to the list at your company if you request it.
- Donate because the foundation always need funds to help even more women battling cancer. Go to the Donations page on the Cleaning For A Reason website.

Until there's a cure, together we're Cleaning For A Reason! Start spreading the news... change your profile pic to the Cleaning For A Reason Week logo for April 18-24. Others will take notice. For most, philanthropy is an important part of their lives and they would welcome the opportunity to support causes right in their own communities.



CHARTER PARTNERS

- American Maid Cleaning, LLC
- Buckets & Bows Maid Service, Inc.
- Clean & Simple Cleaning
- Complete Custom Cleaning, LLC
- Dial A Maid, LLC
- Domestic Aide of Tulsa
- Domestic Service Resource, Inc.
- Guarantee Girls
- Imperial Cleaning Company
- Jo Ann's Home Solution (formally Jo Ann's Professional Cleaning)
- Johnny Sparkles Cleaning
- Life Maid Easy
- Lilly's Cleaning Service, Inc.
- More Time for You
- Never Clean Again
- Partners In Grime – MO
- Pearl's Home Cleaning Angels
- Pride Klean Service Corp
- Teresa's Family Cleaning, Inc.
- The Cleaning Authority – Nashville
- The Cleaning Pros, Inc.
- The Cleaning Solution
- The Upstairs Maid

WELCOMING CLEANING FOR A REASON WEEK

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- A cleaning technician holding a card with one word capturing what it means to clean for cancer patients
- Short cell phone video describing how it feels after cleaning for a patient
- Short cell phone video made just before reentering a patient's home to clean
- Short cell phone video talking about how you got started with Cleaning For A Reason



Post images and videos on social media with notes that capture what the affiliation means to you, e.g., “honored to be working with @cleaning4areason by serving women with cancer,” “celebrating ten cancer patients served because we are @cleaning4areason,” “proud to announce four years of partnership with @cleaning4areason and helping local women with cancer.”

Leverage Cleaning For A Reason's Facebook page. Our foundation's Facebook page has over 215,000 followers. We have done the work for you of building an audience. Routinely post a comment or image on our page, particularly on popular Facebook posts that continue to be shared. It only takes minutes, but will put you in front of more than 215,000 followers. When posting on your Facebook page, also remember to tag ours @Cleaning For A Reason – Official Page to extend your reach to our followers.

“Pink it out!” Be intentional about cultivating team spirit, which can be infectious for building supporters. Have your staff dress in Cleaning For A Reason attire the entire week. Accessorize with a foundation pin or pink bracelet. This is a wonderful way for conversations to begin about the service you provide and the difference a clean house makes for women with cancer.

Remember the decade. Ten years constitutes a decade's worth of experience building this nonprofit and collectively impacting a greater number of women each year. Know that you and your company are part of something bigger. Together, we make the difference for women battling cancer throughout the United States and Canada. To date, since we started in 2006, we have over 1,200 cleaning

partners that have donated more than \$5.5 million in free services. And even more meaningful is that you and this nonprofit foundation have made a difference in the lives of more than 20,000 cancer patients.

Write your local mayor or governor to declare “Cleaning For A Reason Week” in your community. A proclamation would get your community talking and get their attention on this cause. The foundation has a template that makes this very easy so that all you have to do is fill it out and send to your local authorities. A proclamation also recognizes your contribution in your community and should be shared on your website and social media pages, as well as framed for your office. You may even be given the opportunity to meet with your mayor or governor, a great photo op!



Coordinate a fundraiser. Cleaning For A Reason can assist you by creating a press release about your fundraiser and posting to social media. Coordinating a fundraiser can be a fun team activity. What is the key to a successful fundraiser? Choose an activity that suits you and your team. Fundraisers are also a good way to get the community involved in creating awareness.

Cleaning For A Reason Week, April 18-24, is your opportunity to be part of a national campaign to highlight the difference we are collectively making in our communities. Together, we can heighten

awareness and create an even greater impact for women battling cancer. On behalf of those we serve, thank you for your generous giving and for spreading awareness of the cause.

Dine In and Help A GREAT CAUSE

www.cleaningforareason.org

Cleaning for a reason™

PROVIDING FREE HOUSE CLEANING SERVICES TO WOMEN WITH CANCER

YOUR EVENT DATE HERE

SPONSORED BY

YOUR BUSINESS LOGO HERE YOUR RESTAURANT LOGO HERE

SAVE THE DATE

Mark your calendars for our upcoming Teleseminars (4PM CDT)

March 16 – How To Go From Being "Short-Staffed" to "Over-Staffed" & Help More Patients!

May 18 – How To Set Up a Successful C4R Program Within Your Business

HELPusHELP WOMEN WITH CANCER

HELP HERE

give.mobi/clean

[scan code or enter URL]

Scan the QR code or type in the URL to donate.

Your support today will allow us to provide free house cleanings to women undergoing treatment for any type of cancer.

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HERE

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