

THE REASON

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

SUCCESS ISN'T JUST ABOUT WHAT YOU ACCOMPLISH IN YOUR LIFE. IT'S ABOUT WHAT YOU INSPIRE OTHERS TO DO.

By Stacey Schwinghammer and Lucy Lee

JUMP INTO ACTION WITH VOLUNTEERS

ENGAGING VOLUNTEERS OVER THE LONG-TERM

In the past, Cleaning For A Reason has recognized that being short staffed is a nationwide problem for the cleaning industry. For our cleaning partners, staffing issues cause difficulties in taking care of the cancer patients that we refer them. The opportunity of using volunteers from your community to assist in cleaning for these patients results in many positive benefits for both you and your business.

Using volunteers, however, should not be approached as just an easy, quick fix for the time being. To make the most of this opportunity, there needs to be a well thought out plan and process. **The goal of using volunteers is for there to be a long-term solution that creates regular volunteers to help out and prevent your company from problems arising from being short staffed.**

FINDING VOLUNTEERS

Debbie Sardone, owner of Buckets & Bows Maid Service and founder of Cleaning For A Reason, has developed a plan to find and use volunteers in her community. She reminds us that religious organizations are a great place to start and establish many service projects for the community. Debbie is currently working with Treitsch Memorial United Methodist Church (UMC) of Flower Mound, TX. Together they are planning for a **"Cleaning Cancer Patient Event Day"** on Friday, October 21. Volunteers through this local church are signing up to clean for cancer patients.

"This type of event will benefit not only additional cancer patients, but also Treitsch Memorial UMC, Buckets & Bows, and Cleaning For A Reason,"

said Sardone. "This is really good marketing for all three organizations. The church director is going to have all the volunteers promote the event as well. The goal is to get as many new cancer patients signed up for this cleaning event along with as many volunteers as possible. What a win for everyone." When hearing that Sardone will be rolling up her sleeves and cleaning for the event, the church director with whom she is working also signed up to clean as a volunteer.

"This is the type of event that gets your community involved and very excited," stated Sardone. "I will be asking some of the patients receiving the cleanings if we can video or take photos. The plan is to capture the moments and the heart of your community, e.g., volunteers interacting with the patients. This type of event makes a great local news story. There will be some patients that will not want to have pictures or video taken and that should be respected. All volunteers will be wearing my company shirts with the Buckets and Bows logo, as well as items to identify the affiliation with Cleaning For A Reason, e.g., a foundation pin, wristband, etc."

Sardone is actively using social media to promote the event between her company and the church and will also engage Cleaning For A Reason to announce the event, write a press release, and process the patients that will be served. "Getting started with a plan and a detailed process for before, during, and after the event will keep you focused on having a successful event with your volunteers," said Sardone. "I have structured this service project event very carefully and I am already starting to promote this event in my community."



The reaction has been so positive to this cleaning day event even at this early time of preparation. Volunteers are getting excited about helping women battling cancer. These volunteers will experience the joy of the patients getting the clean homes. The cancer patients will see how the community is coming together to offer this needed assistance. With this type of impact, typically volunteers will offer their assistance again and again.

"The goal is to develop a steady flow of volunteers that are available to clean on a regular basis and for you not have to turn away any patients in need," Sardone explained. "Some volunteers will be able to assist once a month, twice a month, or even once every other month. The key is to get to know these individuals and communicate with them."

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WELCOME NEW PARTNERS

CDJ Genie Services, LLC New Market, MD
Cimara Cleaning Services Silver Spring, MD
Cleanhouse California Vallego, CA
Crews & Associates Cleaning Service Gaithersburg, MD
Custom Cleaning of the Palm Beaches, Inc. Palm Beach Gardens, FL
DB Cleaning Services Philadelphia, PA
First Mates Marco Island, FL
Living Spotless Martinez, GA
Maid Brigade of Northern CT Manchester, CT
Management Services Northwest of Whatcom County Ferndale, WA
Merry Maids of Englewood Englewood, CO
Merry Maids of Greater Lafayette Lafayette, IN
Merry Maids of Loudoun County Leesburg, VA
Merry Maids of South Denver Greenwood Village, CO
Merry Maids of Western Fairfax Manassas, VA
Olympic Cleaning Services Las Vegas, NV
Pinnacle Cleaning Professionals Loganville, GA
Prestigious & Divine Maids Edinburg, TX
Simply Maid Cleaning Winter Park, FL
Sparkling Green Cleaning Solutions Layton, UT
Sunshine Cleaner Morganton, NC
T&A Cleaning Service Killeen, TX
The Uptown Butler Irving, TX
Tidy Teammates, Inc. Little Neck, NY
TKO Residential Deltona, FL
Training Cleaning Professionals Morrisville, NC
Tru 2 Shine Cleaning Jacksonville, FL
Two Maids & A Mop of Marietta Marietta, GA
White Pelican Home Services Lady Lake, FL
YES! Solutions & Services, LLC Frederick, MD



WARRIORS IN PINK®
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LET'S WORK TOGETHER TO PROVIDE 500 ADDITIONAL WOMEN WITH BREAST CANCER WITH ONE FREE HOUSE CLEANING.

PLEASE USE THE POSTS PROVIDED TO CREATE AWARENESS IN YOUR LOCAL COMMUNITY!



Ford Warriors in Pink and Cleaning For A Reason are working together to make a difference in the lives of women battling cancer **#moregooddays**.
<http://ford.to/29SMoQS>

Cleaning For A Reason has teamed up with Ford Warriors in Pink to give 500 women undergoing treatment for breast cancer one free housecleaning **#moregooddays**.
<http://ford.to/29SMoQS>



Thank you **@warriorsinpink** for helping us **@clean4areason** serve 500 women undergoing treatment for breast cancer.

We're proud to be part of **@clean4areason**. Thx **@warriorsinpink** for creating awareness for Cleaning For A Reason! **#moregooddays**

We are helping women battling cancer through **@clean4areason** supported by **@warriorsinpink** **#moregooddays**!

warriorsinpink.ford.com/more-good-days-resources/clean-house

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



TWO MAIDS & A MOP OF BATON ROUGE NEEDS SUPPLIES TO HELP LOUISIANA FLOOD VICTIMS

On Friday, August 12, 2016, the state of Louisiana experienced one of the worst natural disasters in U.S. history. Everyone was affected: rich, poor, healthy, and cancer stricken. No one was spared. More than 40,000 homes and 21 percent of businesses were flooded, leaving 10,000 people displaced in shelters. What did we do? How did we respond? We became one race, the human race. Our community jumped in and helped, rescued, and provided for one another.

And when the waters receded, we got to work AGAIN, and the response has been overwhelming and unprecedented. Friends, family, and churches have shown up to gut houses, cook, clean, and wash clothes. Businesses and individuals from across Louisiana, and even the country, have stepped up to provide food, drinks, and supplies for cleaning and everyday living.

One such business that loves their community and feels the need to pay it forward is Two Maids & A Mop of Baton Rouge. We are an active partner of Cleaning For A Reason and are presently working with companies, such as Premier Green Solutions of Georgia, to help provide relief to the state of Louisiana during this time. Premier Green Solutions is helping us bring needed cleaning supplies, such as mold and spore removal and laundry detergent, to not only our clients and our Cleaning For A Reason patients, but also to other individuals and businesses affected by the flood as well.

Two Maids & A Mop is so thankful for the generosity of these companies, but Louisiana is still in tremendous need of help. In the coming weeks and months, Two Maids & A Mop will be working to dry out and clean up homes. Local stores have been depleted, and they are in continuous need of supplies beyond what has already been received. If you wish to help, please consider sending the following supplies to assist in the recovery and rebuilding of our great city:

- Cleaning supplies (mold and spore removal, bleach)
- Dust masks
- Rubber gloves and Rubber Maid totes



- Trash bags (heavy duty)
- Water and Gatorade
- Tools (flat shovels, crow bars, hammers, etc.)
- Toiletries
- Baby wipes and/or cleaning wipes
- Diapers

Thank you for your ongoing support and prayers for the city of Baton Rouge and the surrounding communities. For more information, please contact Joe Cox at coxjoe35@gmail.com or 225-400-5860. If you wish to assist in recovery efforts, please send items to:

Two Maids & A Mop
11347 Cedar Park Ave. Suite C
Baton Rouge, LA 70809

PINKTOBER SALE

PRICES
EFFECTIVE
JUL 1 - SEP 16

Pinktober is just around the corner so be sure to stock up on your C4R gear beforehand to help raise awareness.

To place an order, visit our website at www.cleaningforareason.org or call 1.877.337.3348



Cleaning For A Reason requests the pleasure of your company at the

Cleaning for a Reason Reception

Wednesday, October 26, 2016
DoubleTree, Magnificent Mile
300 E. Ohio St., Chicago, IL
5:30pm - 7:30pm

SAVE THE DATE

ATTENTION MEDIA AMBASSADORS



Mark your calendars for our upcoming 30-minute Teleseminars (4:00pm CDT)

September 1 – Preparing for PINKTOBER Media

September 8 – Pitching the Media

September 22 – Pre & Post Interview Marketing

September 29 – Preparing for the Interview

October 6 – Media Relations 365

Links to past teleseminars are available on the Maid Service Resources Page.

JUMP INTO ACTION WITH VOLUNTEERS

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WORKING WITH VOLUNTEERS

One guideline that must be put into your process is that all volunteers need to have background checks. Volunteers are screened for many of the same reasons employers conduct background checks. The ultimate goal is to verify identity and weed out potential problems. Sardone discovered in working with the church director that their organization already performs background checks and was willing to cover the cost of screening volunteers for this type of community service project.

To set the tone for the event, Sardone emphasizes some group time with the volunteers before sending them out to clean. "I am going to meet personally with all the volunteers that signed up through the church and chat with them," said Debbie. "It is important to be very strategic. My focus is on making it fun and the amazing experience that these volunteers are going to have by cleaning for a cancer patient."

Group time will include a mini training session on cleaning. Basic information will include cleaning from "top to bottom," moving quickly, and "how to" tips. Volunteers will be instructed on how to properly and effectively use the cleaning products supplied.

Sardone also plans on using team leaders. Her office staff and cleaning technicians will be performing this role and thus engaging with the community as well. The team leader will brief volunteers on the home that they will be cleaning, as well as oversee the volunteers and take care of any on-site questions.

Buckets & Bows Maid Service, Treitsch Memorial UMC, and Cleaning For A Reason are all so excited about this opportunity to really impact their community. The key is to be very organized from start to follow up. The use of social media is crucial for spreading awareness. The approach is to think long-term and to gain regular volunteers in your community. As we all already know, house cleaning for cancer patients makes a difference. Your volunteers will gain a whole new appreciation for giving back to their community and seeing firsthand how it impacts women with cancer in need of assistance.

For more information about using volunteers to donate house cleanings, please contact Cleaning For A Reason at info@cleaningforareason.org.

Are you using the C4R logo? We hope you'll agree—it's not just your average logo. It's more than just a name. It's a statement about who we are and what we stand for together.



HELPusHELP WOMEN WITH CANCER



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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