



Campaign 2025

TOOLKIT

STORIES

Thriving With Early Childhood Services

Easterseals NH’s Early Childhood Services elevate children of all abilities, providing child care, therapeutic, and developmental services to 2,357 children in fiscal year 2024.

We provide in-home early developmental intervention around New Hampshire through Family-Centered Early Support and Services. Our Children’s Therapeutic Services offer extensive outpatient care at our Manchester and Salem, NH locations. Our Early Childhood Centers of Excellence (ECCE) in Manchester, NH, deliver integrated services to meet the developmental and therapeutic needs of children within our nationally accredited child care program.

Kate shared the positive impacts our ECCE has had on her children. Her daughter Zoey struggled with social interactions but improved significantly in our program. “When we walk into the playground every morning, her friends come to the gate so excited that Zoey is there,” Kate explained.

“When Zoey first came to Easterseals New Hampshire, she was very quiet, didn’t really interact with other children,” added Mariah Reed, Assistant Director of Easterseals NH ECCE. “Through many connections, we were able to get her the services that she needs.”

Kate’s son Theo benefits from our integrated services model, receiving speech therapy through ECCE. “His speech has grown the last two weeks since he started,” Kate noted. “The teachers incorporate everything he’s learning.”

“We’re so fortunate to have so many services right here,” added Kristen McGuigan, Senior Vice President of Easterseals NH Early Childhood Services. “There’s this really beautiful way of collaborating and really focusing on continuum of care.”

STORIES

Transitioning From Military to Civilian Life With Veterans Count

Easterseals NH Veterans Count ensures the health, dignity, and overall well-being of service members, veterans, and their families. We provide financial assistance and support for those struggling with suicide risk, unemployment, homelessness, substance use disorders, legal concerns, and physical and mental health.

Transitioning from military service to civilian life can be difficult, and for Chris, it was his lowest point. Asking for help was more challenging than facing his problems alone. Despite living in his car, Chris continued to deal with his situation rather than seek the support he needed.

“My transition out of the military was easily one of the most difficult things I’ve ever had to face,” Chris noted. “It was a lot easier for me to just accept reality than it was for me to reach my hand out and ask for help.”

As a former National Guardsman, Chris discovered that Easterseals NH Veterans Count could help him get back on his feet and support his family.

“Our approach is to meet individuals where they’re at and help them work toward the goals that they establish for themselves,” explained Andrea Chrisstoffels, Director of Easterseals NH Veterans Count.

With our support, Chris reached his goals: finding employment, securing housing, and getting his children the resources they needed.

“It is enriching to be able to provide for my family the way I used to,” said Chris, grateful that other Veterans and their families can get the assistance they need to live their best lives.

“Knowing that there are civilian organizations in America that are willing to help its Veterans and go above and beyond the call is the most meaningful thing to me,” Chris added, “and to know that they’re still doing it for other people and they’re going to continue to do it.”

STORIES

Finding Community with Senior Services

Easterseals NH’s Senior Services elevates people of all abilities by supporting older adults’ health, safety, and independence at home and in the community. Our In-Home Care and Health Services provide an affordable alternative to nursing home care tailored to each client’s needs. Our Adult Day Programs in Manchester and Rochester, NH, offer stimulating community settings for social engagement, exercise, activities, and integrated care.

Bob joined the Adult Day Program in Manchester, NH, to overcome isolation, and said his outlook on life has improved since joining the program.

“I get to meet a lot of people,” Bob explained. “It’s good that way, better than sitting at home.”

Bob’s inability to drive isolated him, but Easterseals NH’s Transportation Program, integrated with the Adult Day Program, allows Bob and others who cannot drive to access the program. Many older adults struggle with loneliness, but **80 percent** of Adult Day Program participants say they feel less lonely since joining the program, and **85 percent** say they feel less depressed, indicating the importance of aging alongside peers.

Bob stays engaged by participating in the program’s activities. “I play a lot of games: card games, dice games, word games,” he shared, noting that cribbage and the drumming workout class are his favorites.

Bob encourages others to join the Adult Day Program but acknowledges that some are reluctant like he was. Meeting the program’s staff and members changed his perspective, and he hopes to do the same for others.

Bob’s positive experience with Adult Day Program staff has inspired him to seek Easterseals NH’s In-Home Care and Health Services. “They’re wonderful,” he said of the staff. “Every one of them.”

Sample Emails

Easterseals NH Sample External Email

Subject: **Join Me In Elevating All Abilities In New Hampshire**

Dear [Name],

I am writing to ask for your or [organization name]’s continued support of Easterseals NH by joining our annual Very Important Partner (VIP) Campaign. This fundraising campaign helps us provide best-in-class programs to approximately 17,000 children, adults, seniors, and Veterans in New Hampshire each year.

Your dedication allows Easterseals NH to provide plans of care comprised of thoughtfully integrated services that help those with varied abilities live, learn, work, and play throughout their lifetimes.

Since 1936, Easterseals NH has been here for people of all ages and abilities. We are known for our clinical expertise and the breadth and depth of our services and programs, which provide individuals and families with the support they need to live their best lives.

Easterseals NH’s services in New Hampshire include child care and early intervention for children, employment and education opportunities for youth and adults, aging with independence and dignity for seniors, mental health support and care coordination for service members, Veterans, and their families, and so much more.

When I donate to a nonprofit, I want to see my contributions making a difference in my community. Giving to Easterseals NH ensures that your funds will support New Hampshire residents and go directly to your neighbors in need.

This year, Easterseals NH aims to raise $300,000 through the VIP Campaign to guarantee critical services and programs for those who rely on them. I invite you to join me in furthering Easterseals NH’s mission. Every gift, no matter the amount, helps ensure people of all abilities and stages of life have access to transformative supports and services.

Join me and become a VIP today by donating at [insert personal fundraising page URL].

If you have any questions, please contact me at [phone#] or [email address].

Thank you for your support.

Sincerely,

[Name]

**P.S. To witness the difference Easterseals NH is making in communities across New Hampshire, follow us on social media at** <https://www.facebook.com/EastersealsNH>

Sample Emails

Easterseals VT Sample External Email

Subject: **Join Me In Empowering Children and Families in Vermont**

Dear [Name],

I am writing to ask for your or [organization name]’s continued support of Easterseals VT by joining our annual Very Important Partner (VIP) Campaign. This fundraising campaign helps us provide best-in-class programs to **approximately 2,000 individuals each year, including at-risk youth, foster youth, and families formed by adoption or guardianship** throughout Vermont.

**Your dedication allows Easterseals VT to provide critical care and resources for Vermonters facing hardships in your community.**

Easterseals VT provides services throughout the Green Mountain State, often partnering with the Department for Children and Families (DCF) to find family-centered solutions to ensure the safety and well-being of children and their families.

Easterseals VT supports at-risk youth, foster youth, and families formed by adoption or guardianship, finding practical, realistic solutions for children suffering from abuse, neglect, bullying, and insufficient help and understanding.

When I donate to a nonprofit, I want to see my contributions making a difference in my community. Giving to Easterseals VT ensures that your funds will support Vermont residents and go directly to your neighbors in need.

This year, Easterseals VT aims to raise $10,500 through the VIP Campaign to guarantee critical services and programs for those who rely on them. I invite you to join me in furthering Easterseals VT’s mission. Every gift, no matter the amount, helps ensure people of all abilities and stages of life have access to transformative supports and services.

Join me and become a VIP today by donating at [insert personal fundraising page URL].

If you have any questions, please contact me at [phone#] or [email address].

Thank you for your support.

Sincerely,

[Name]

**P.S. To witness the difference Easterseals VT is making in communities across Vermont, follow us on social media at** <https://www.facebook.com/EastersealsVT>.

PHONE SCRIPT

When Speaking to Returning Donors

Hello, this is [First Name]. I’m calling today on behalf of Easterseals New Hampshire and Vermont to ask for your continued support through this year’s Very Important Partner, or VIP, Campaign. Last year, you generously donated [last year’s donation amount], helping us raise more than $465,000, exceeding our goal of $357,000. Every gift helps us provide best-in-class programs to nearly 19,500 children, families, adults, seniors, and Veterans in New Hampshire and Vermont annually. Our 2025 fundraising goals are $300,000 for our New Hampshire programs, $10,500 for our Vermont programs, and $62,000 for our Farnum Center. Would you consider supporting this year’s VIP Campaign and increasing your gift to [proposed increase]?

*If no:* Would you consider making the same contribution you made last year?

*If still no:* Is there another amount you would like to give this year?

Thank you for helping Easterseals New Hampshire and Vermont elevate people of all abilities in your community!

When Speaking to First-Time Donors

Hello, this is [First Name]. I’m calling today on behalf of Easterseals New Hampshire and Vermont to ask for your continued support through this year’s Very Important Partner, or VIP, Campaign. Every gift helps us provide best-in-class programs to onearly 19,500 children, families, adults, seniors, and Veterans in New Hampshire and Vermont annually. Our 2025 fundraising goals are $300,000 for our New Hampshire programs, $10,500 for our Vermont programs, and $62,000 for our Farnum Center. Every gift, no matter the amount, helps ensure people of all abilities live their best lives. Would you consider supporting this year’s VIP Campaign with a gift of [proposed amount]?

*If no:* Is there another amount that you would be comfortable giving?

Thank you for helping Easterseals New Hampshire and Vermont elevate people of all abilities in your community!

SAMPLE THANK YOU LETTER

New Hampshire Donors

Dear [Name],

Thank you for your generous contribution to Easterseals NH’s annual Very Important Partner (VIP) Campaign. By joining me as a VIP, you helped your neighbors in need live their best lives.

This year, Easterseals NH set out to raise $300,000 through the VIP Campaign to guarantee critical services and programs for those who rely on them. Thanks to your support, Easterseals NH is one step closer to reaching its fundraising goal, fueling its mission to elevate people of all abilities and provide best-in-class programs to approximately 17,000 children, adults, seniors, and Veterans annually.

Through your generosity, New Hampshire individuals and families in your community can continue to benefit from plans of care comprised of thoughtfully integrated services that help those with varied abilities to live, learn, work, and play throughout their lifetimes.

Thank you for joining me in raising funds for the life-changing care and resources that Easterseals NH provides to so many of our fellow Granite Staters.

With gratitude,

[Name]

SAMPLE THANK YOU LETTER

Vermont Donors

Dear [Name],

Thank you for your generous contribution to Easterseals VT’s annual Very Important Partner (VIP) Campaign. By joining me as a VIP, you helped your neighbors in need live their best lives.

This year, Easterseals VT set out to raise $10,500 through the VIP Campaign to guarantee critical services and programs for those who rely on them. Thanks to your support, Easterseals VT is one step closer to reaching its fundraising goal, fueling its mission to elevate people of all abilities and provide best-in-class programs to approximately 2,000 individuals each year, including at-risk youth, foster youth, and families formed by adoption or guardianship throughout Vermont.

Through your generosity, Easterseals VT can continue to support at-risk youth, foster youth, and families formed by adoption or guardianship in your community.

Thank you for joining me in raising funds for life-changing, family-centered solutions to ensure the safety and well-being of children and their families, which Easterseals VT provides to so many of our fellow Vermonters.

With gratitude,

[Name]

Sample Social Posts

Post #1

How has Easterseals NH touched your life or that of a loved one? [insert personal story about the impact Easterseals NH has had on your life or the life of someone you know].

This year, I will be a Very Important Partner (VIP) to Easterseals NH, raising the funds needed to continue helping people like [insert yourself or another who has been helped by Easterseals NH]. Become a VIP and donate today at [insert personal fundraising page URL].

Thank you for your support.

[insert image]

#EastersealsNH
#VeryImportantPartner
#VIPCampaign
#ESNH

Post #2

Help make a positive impact in the lives of your neighbors in need. I am participating in Easterseals NH’s Very Important Partner (VIP) Campaign to raise funds to support the programs and resources children, adults, seniors, and Veterans across New Hampshire rely on to live their best lives.

Join me in elevating people of all abilities by supporting an organization that helps them live, learn, work, and play. Visit my fundraising page today to donate and join me as a Very Important Partner of Easterseals NH. Your gift, no matter the amount, will positively impact the lives of many. Visit [insert personal fundraising page URL].

Thank you for your support.

[insert image]

#EastersealsNH
#VeryImportantPartner
#VIPCampaign
#ESNH

Sample Social Posts

Post #3

Thousands of children, adults, seniors, and Veterans across New Hampshire depend on Easterseals NH to do things many take for granted. Whether it’s learning to walk or talk, attending school, securing a job, living independently, or aging at home, Easterseals NH helps make life’s moments enjoyable for so many. That’s why I’ve signed up to be a Very Important Partner (VIP) to help Easterseals NH reach its fundraising goal of $300,000.

Join me in ensuring Easterseals NH can continue its critical work for the families and individuals who depend on them to live their best lives. Donate to the #VIP Campaign today at [insert personal fundraising page URL].

Thank you for your support.

[insert image]

#EastersealsNH
#VeryImportantPartner
#VIPCampaign
#ESNH

Post #4

Join me in making a positive impact in our New Hampshire communities. Last year, approximately 17,000 children, adults, seniors, and Veterans depended on Easterseals NH’s programs and services to live their best lives, and they count on the continued support of their neighbors like you and me. This year, I became a Very Important Partner (VIP) to Easterseals NH, but I need your help to fulfill my fundraising goals. Please join me in raising funds for the life-changing care and resources that Easterseals NH provides to so many of our fellow Granite Staters. Donate today at [insert personal fundraising page URL] to become a VIP!

Thank you for your support.

[insert image]

#EastersealsNH
#VeryImportantPartner
#VIPCampaign
#ESNH

Sample Social Posts

Post #5

Little ones like Zoey and her brother Theo are why I signed up to be a Very Important Partner (VIP) for Easterseals NH’s VIP Campaign.

Zoey struggled with social interactions but improved significantly in Easterseals NH’s Early Childhood Centers of Excellence (ECCE). Thanks to the program’s integrated services, which meet children’s developmental and therapeutic needs through nationally accredited child care, Zoey has made strides in her social interactions and made friends along the way. Her brother Theo also benefits from Easterseals NH’s integrated services model, receiving speech therapy through ECCE. Their mother, Kate, credits the ECCE with her children’s developmental improvements, noting that she doesn’t know where her family would be without Easterseals NH.

Easterseals NH’s mission is to provide plans of care comprised of thoughtfully integrated services that help those with varied abilities to live, learn, work, and play throughout their lifetimes. That’s why I chose to be a VIP. Join me today by donating at [insert personal fundraising page URL].

Thank you for your support.

[insert image]

#EastersealsNH
#VeryImportantPartner
#VIPCampaign
#ESNH