



WWW.VET22.VET



VET 22 VETERANS DAY 22-HOUR VIRTUALTHON

November 3, 2021

Dear VET 22 Supporter,

We are Frontline Community Services, Inc., a 501(c)(3) tax-exempt organization headquartered in metro-Atlanta, Georgia. On behalf of our U.S. Military Veterans, we call upon you during the most charitable season of this year, and request your support to serve as an ambassador for Frontline's **VET 22 Veterans Day 22-Hour Virtualthon**. This particular name acknowledges the 22 U.S. Military Veterans who commit suicide *every* day. Our purpose is to build suicide prevention and emergency transition houses to serve as sanctuary for our veterans and community-at-large during catastrophic disaster. These houses will be built by veterans as part of our VET 22 job training program. We are searching for ambassadors representing diverse industries and would be proud if you are able to champion our cause.

On Thursday, November 11th, 2021, the **VET 22 Veterans Day 22-Hour Virtualthon**, will occur from 12:00 AM to 10:00 PM EST (0000 hours to 2200 hours military time). The event will be featured on each ambassador's social media platforms using our custom-made Virtual Charity Billboard specifically designed for each ambassador. (To see a sample, please visit the home page on our www.vet22.vet website.) In our effort to respect your valuable time, the following streamlined process will demand only 2.2 minutes from you to help us reach our \$22 Million USD goal:

1. Ambassadors will record a short video (in portrait layout) using the sample script provided. (Feel free to edit the script to fit your preferred style of delivery.)
2. Please email your completed video to frontline@finecs.org no later than Monday, November 8th, 2021.
3. We will insert your video in our Virtual Charity Billboard made exclusively for you, to promote on all your social media platforms. We will email your custom-made billboard to you by Wednesday, November 10th.
4. On November 11th, 2021, from 12:00 AM EST to 10:00 PM, please post your pre-recorded custom-made billboard on your social media platforms asking your fans and followers to donate a minimum of \$22.00 to the **VET 22 Veterans Day 22-Hour Virtualthon**. Donation instructions will be posted on your Virtual Charity Billboard.
5. To maintain congruency, please use your custom-made Virtual Charity Billboard for display on your social media posts providing donation options.
6. When closing your video appeal, please thank your fans and followers for supporting the **VET 22 Veterans Day 22-Hour Virtualthon** and remind everyone that it is only because of our veterans that America is the greatest nation on earth!
7. Please complete and sign the VET 22 Ambassador Acceptance Letter (attached) and submit it via email to frontline@finecs.org no later than Monday, November 8th, 2021.

Our Frontline Community Services/VET 22 program thanks you in advance for your favorable consideration and support. Please review the attached documents for better acquaintance with this campaign and respond accordingly.

If humanly possible, we trust you will help us reach our goal to advocate for America's real MVPs (Most Valuable People), our U.S military family.

If you have any questions or concerns, we are available at your call.

Sincerely,

Alycia W. Robinson

Alycia W. Robinson
Executive Director





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VET 22 VETERAN'S DAY 22-HOUR VIRTUALTHON

AMBASSADOR SCRIPT

Hello, my name is _____, and I am proud to serve as a Frontline Community Services Ambassador for the VET 22 Veterans Day 22-Hour Virtualthon taking place on Thursday, November 11th, from 12:00 AM to 10:00 PM or 0000 hours to 2200 military hours. Are you aware that at least 22 U.S. Military Veterans commit suicide every day? To help us end this travesty, we ask you to donate \$22.00, or whatever your heart desires. If you aren't in position to donate, you can still make a difference by visiting www.Vet22.vet to find our links and follow us. Please share this information with your family and friends. Remember that our U.S. military family are America's real MVPs. I thank you in advance for your support!



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VET 22 AMBASSADOR ACCEPTANCE/ DENIAL LETTER

**PLEASE EMAIL THIS FORM TO: Frontline@flinecs.org*

After careful review of the **VET 22 Veterans Day 22-Hour Virtualthon** campaign package, I humbly accept your invitation to serve as an Ambassador on Thursday, November 11, 2021. Based upon my availability, I am willing to volunteer with reference to the boxes checked below. I will review and follow additional instructions provided in the **VET 22 Veterans Day 22-Hour Virtualthon** campaign package. I also agree to submit the requested documents stipulated for the **VET 22 Veterans Day 22-Hour Virtualthon** by the Monday, November 8th, 2021 deadline.

Can record a brief video using the information from the sample script provided.

Will share campaign information and post the pre-recorded video on my custom-made Virtual Charity Billboard to my social media platform(s).

In addition to participating as an Ambassador in the **VET 22 Veterans Day 22-Hour Virtualthon**, I also pledge to donate at least \$22.00 in honor of the 22 veterans that commit suicide each day. (Please refer to the donation instructions on the home page of the www.vet22.vet website.)

After careful review of the **VET 22 Veterans Day 22-Hour Virtualthon** campaign package, I am honored to have received such an esteemed invitation to serve as an Ambassador; however, at this time I must respectfully decline the offer. I wish your campaign much success and would like to receive updates regarding future endeavors.

Even though I will not participate in the **VET 22 Veterans Day 22-Hour Virtualthon** as an Ambassador, I pledge to donate at least \$22.00 in honor of the 22 Veterans that commit suicide each day. (Please refer to the donation instructions on the home page of the www.vet22.vet website.)

Print Name of Ambassador/Non-Ambassador (circle one)

Date

Signature

“Support our military Veterans who are proven, battle-field trained, loyal, and tested from decades of service to our country.”