



## Widow & Orphan Project

### How a Project Works:

A Widow & Orphan service project is an opportunity for a group of volunteers to serve a widow in their community with landscaping, cleaning and decluttering while raising funds for the ongoing mission of RetailROI to help more orphans around the globe.

*\*This project is powered by Both Hands, a nonprofit that coaches teams through doing projects.*

**Step 1:** First, your company or organization recruits a volunteer team. We recommend selecting 1-2 team leaders to manage the project.

**Step 2:** Second, working with Both Hands, the team will find a widow in their community to serve, make a list of tasks to accomplish at their home and schedule a project date that works for everyone.

**Step 3:** The team will have a crowdfunding donation page on RetailROI's website that the team can share on social media, via email and/or sending physical fundraising letters. All of the funds raised will go towards RetailROI.

**Step 4:** The team serves the widow on the project day and shares photos and videos on social media to encourage sponsorship to reach their goal. A widow is helped and funds are raised to support orphans through RetailROI!

### Who Should Do a Project?

- A company looking to create service opportunities in their community for employees.
- A company that is looking for a unique, team-building experience for their employees.
- A company looking for ongoing opportunities for employees to utilize their available volunteer hours.

Here's a company's Widow & Orphan project they completed in Nashville, TN powered by Both Hands: <https://vimeo.com/720801472>

### **Have questions or ready to get started?**

Companies interested email [greg@retailroi.org](mailto:greg@retailroi.org) and charities can email [jared@bothhands.org](mailto:jared@bothhands.org).

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