



120TH ANNIVERSARY PLAYBOOK

March - July 2024

Integrate fun and purpose into our celebration! Philanthropy is a simple, yet effective way for us to give back to the community in three ways: our product, time, and money.



As Bryant celebrates its 120 anniversary and continues to be an industry leader, why not spread that passion and joy to a charity near you. Instead of cake, let's use



our anniversary to help people facing hunger. 44 million people in the United States are food insecure and 51% of food programs rely entirely on volunteers. Supporting local organizations that directly help children, elders and families with food and hunger relief is the first step in providing comfort in their home.

Feeding America® is a network of 200 partner food banks that help serve people across America. We've made this easy for you to participate in your local area, so you can participate during the heart of our anniversary between March 1 (anniversary day!) through the end of July.

120 ANNIVERSARY GOALS

PRODUCT (Goal: 120 Healthy Home donated products) Many organizations have building needs, from full IAQ and HVAC-related systems to a checklist of non-product support to keep their centers running more efficiently. With the **50% co-op** a dealer should obtain a letter/documentation from their local charity for equipment donation. The threshold amount is \$10,000 per dealer during participating timeframe. Equipment only, no parts. The Bryant DOM 306 is now updated.

TIME (Goal: 600+ hours) Food banks need volunteers to sort, pack and distribute food to local communities. Volunteer for a single shift (2-3 hrs) or multiple shifts, if you have the time. Each location is different, so work with your contact at the local food bank for specific needs in your area. Volunteering can include hands-on opportunities and those that ask you to use your voice to help build awareness about the issue of hunger.

Sort and pack food: You can keep the shelves stocked by assembling food boxes for distribution at the food bank's warehouse or packing site.

Assist at mobile pantries, drive-thru pantries, and no-contact distributions: Find these opportunities on the volunteer calendar at your local food bank's website, or ask the food bank for more information .

Note: Unfortunately, we are not able to offer opportunities for volunteer drivers or volunteers using their own vehicles due to liability and food handling/safety precautions.

MONEY (Goal: \$120K) We recommend a one-time, \$1,000 cash donation that can enhance our volunteer time and product donations. Don't have \$1,000? No worries. Every dollar helps to provide at least 10 meals for people facing hunger. Carrier donated \$50,000 on Bryant's behalf, and we welcome you to donate as well.

AWARENESS (Goal: 120 social media posts) Amplify their efforts with social media. Follow Feeding America on social media and share our content with your network. Be sure to tag **@feedingamerica @BryantHomeComfort** and your local food bank. Use the following hashtags: **#120anniversary #Whateverittakes #drivingchange #BryantDealersGiveBack**

STEP **Zip Code Locator. Find your local organization**

1

Use this [food bank locator](#) to identify a Feeding America food bank near you. Feeding America has shared about this new national partnership in their regular communications with the food bank network. Your local food bank will help you and your team get involved, whether by volunteering, donating money, or discussing the possibility of donating products.

STEP **Volunteer. Give the gift of time**

2

Whether you have 2-3 hours or multiple days, your volunteer time will help reduce hunger in your neighborhood. Do you have a small team? That is ok. Invite your family and friends to support this cause.

Bring this form to your volunteer shift and ask your food bank staff member to complete this [Volunteer Tracking Form](#).

Did you know your student volunteers can also get school credit by volunteering their time during this initiative? So, use the volunteer form to easily get high school and college credit.

STEP **Money. Match your peers, dollar for dollar**

3

Carrier has donated over \$200,000 in grants to Feeding America. Join our financial efforts by donating \$1,000 to the cause. Rest assured your funds are going directly to reducing hunger in your area.

Don't have \$1,000? No worries. Every dollar helps to provide at least 10 meals* for people facing hunger. Give what you can to help boost our impact during this anniversary. Donations will be directly shared with the local Feeding America food bank based on the zip code you enter at time of donation.

To donate money, click here: [Feeding America](#)

*\$1 helps to provide at least 10 meals on behalf of Feeding America® local food banks.

STEP **Product. Give the gift of better indoor air quality**

4

The contact at your local food bank will be able to let you know what kind of HVAC or IAQ products the food bank, their partner agencies, or people they serve might need. Please be prepared to provide some details about products you can donate and give the food bank contact a little time to check with other teams and get back to you about needs. Take advantage of the 50% equipment only co-op and donate product directly to those in need. You know what is best in your area, so talk to your local rep about what they need.

STEP
5

PR & Social Media. Amplify our efforts

Did you accomplish one or all of the steps above? Thank you for participating. Take this quick [completion survey](#) to track your and product donations. Now you're ready to tell your story! Use national or local statistics about hunger to give your social post more impact. Find national statistics here: www.feedingamerica.org. You can find local statistics on the website of your local food bank. Please tag **@FeedingAmerica** and your local food bank as well as using the campaign hashtags.

Get media attention! Use this [press release template](#) to promote your good community engagement.

Sample [social media posts](#) that you can adapt (or write your own):



Facebook We are celebrating Bryant's 120th anniversary, and our team at [insert business name] has collectively decided to donate to Feeding America through Bryant's 120th celebration initiative. We are proud to witness our team positively impacting hunger through Feeding America. **@BryantHomeComfort**



Instagram We are celebrating Bryant's 120th anniversary through their Feeding America initiative. Our team at [insert organization name] had a great time volunteering at our local food bank and positively impacting hunger through Feeding America.



LinkedIn Thank you to our team [insert business name] for participating in Bryant's 120th Anniversary philanthropic efforts with Feeding America. We got the opportunity to donate Bryant products. Through this donation, we hope to spread warmth and comfort to both homes and hearts of the people.

Include these hashtags on all posts across all platforms: **#Bryant120**
#FeedingAmericawithBryant **#Whateverittakes** **#drivingchange**
#BryantDealersGiveBack

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