Living It Campaign

## FACILITATOR GUIDEBOOK

Greetings! Welcome to **Living It** powered by Masterpiece, a four-week campaign to inspire and challenge your entire community or organization to try new things in the four pillars of healthy longevity: Social Engagement, Intellectual Vitality, Physical Health and Peace and Fulfillment. Research has shown that trying new and complex pursuits creates new neural pathways in the brain, which can lead to improvements in memory and learning capacity.

The following **Living It** materials are located on the Masterpiece website and were designed to support you in facilitating a successful campaign:

* A list of **Living It** Best Practices
* A promotional newsletter article for internal and/or external publications
* An invitation letter from leadership
* A **Living It** sign-up sheet
* A ***Living It*** *Challenges* document that can be used to track new activities tried in each of the four pillars of healthy longevity (Social Engagement, Intellectual Vitality, Physical Health and Peace and Fulfillment)
* Recommended Ted Talks that relate to trying new things
* A **Living It** post-campaign questionnaire

The materials can be found by logging in to the website: [www.mymasterpieceliving.com](http://www.mymasterpieceliving.com), clicking on Resources, then Programs and Campaigns by Masterpiece, then Living It Campaign.

Masterpiece thanks you for your commitment to the healthy longevity movement and your work to encourage others to enhance their lives through the **Living It** campaign.

Sincerely,

The Masterpiece Team

Facilitator Guidebook

# What is the Living It Campaign?

**Living It** is a 4-week campaign to inspire and challenge your entire community or organization to try new pursuits in the four pillars of healthy longevity: Social Engagement, Intellectual Vitality, Physical Health and Peace and Fulfillment. Organizers are encouraged to use this Facilitator Guide to determine what your **Living It** Campaign will include, how participants will engage and in what way you will celebrate individual successes.

# The Challenge

Residents, team members and family members try four NEW pursuits, each week, for four weeks. Participants record their activities on the *Living It Challenges* document. At the end of the month, participants can engage in an invigorating group discussion about the experience and, as a group, celebrate successes.

Note: Consider being flexible with your approach to **Living It.** Your organization may choose to use the first page of the *Living It Challenges* document with the goal of completing one new activity for each of the four pillars or as an alternative use all 5 pages completing four new activities each week for a total of 16 new pursuits.

# Masterpiece Contest Guidelines

Each February, Masterpiece partners are invited to participate in the **Living It** Campaign Contest. Here are the guidelines for organizations that choose to be a part of the contest.

1. Post photos and/or short videos along with a short description on Facebook of the community or individual **Living It***.*
2. Tag our Facebook page (@mymasterpieceliving) and use hashtag **#livingit2021** to participate in the *Living It* Campaign contest.
3. Post your videos and photos throughout the month of February.
4. All posts must be submitted by **Friday, March 5th, 2021 at 11:59 pm EST** to be considered for the contest.
5. There will be a winner for each pillar as well as a **Living It** Community winner.

# Suggested Campaign Events/Happenings

* Plan a **kickoff celebration** to inform participants about the campaign logistics and to try something new as a group.
* Hand out the ***Living It Challenges* document**. Participants will use this to track their new activities. The document is editable, so you are able to add/update the challenges and activities you chose for your organization.
* Host an optional **group discussion** (see questions at the end of this guide) to focus on the growth that took place.
* Plan a **Wrap-up & Awards Ceremony** Celebration.

# Planning and Preparation for Living It

Consider the following bullets as you plan and prepare for **Living It.** All the events and suggestions listed are options to enhance your campaign. All items that are in **bold, underlined text** are available on the Masterpiece website.

* If your organization participated in **Living It** last year, review your campaign notes to consider what worked and what didn’t.
* Review all materials posted on the Masterpiece website under Resources > Programs and Campaigns by Masterpiece > Living It
* Establish community goals for the **Living It** campaign. You may find inspiration in the **Living It** Best Practices document on the Masterpiece website. Some organizations choose a theme, some have individuals choose all of their own new activities and others plan organized events for all new offerings. Consider how to offer both individual and group challenges.
* Invite the greater community to be a part of the **Living It** Campaign. **Living It** can serve as a marketing event, can be an opportunity to invite family members to join in programming or can be an opportunity to engage in intergenerational opportunities.
* Identify how residents, team members, and the greater community can share their skills and abilities in supporting this campaign. Use the **Human Capital or Engagement Survey** to start a skills and interests database. It’s located on the Masterpiece website: Resources/Lifestyle Resources/Human Capital and Champion Team/Human Capital Survey/Engagement Survey.
* Announce **Living It** to residents/members, team members, family members and the greater community. Incorporate the **Newsletter Article** into your external newsletter and/or internal community newsletter.
* Use the **Living It Sign-Up Sheet** for printing and planning purposes.
* Involve local media, issue a press release, newsletter, etc.
* Leadership support for campaigns is crucial. Distribute the **Invitation Template from Leadership** to all who interact with your organization (i.e., residents, board members, team members, family members & corporate team members).
* Open the campaign with a kick-off event (optional)
* Establish what awards/drawings might be offered at the end of **Living It** to the most active residents/team members/family members.
* As the campaign is taking place, share the photos and/or short videos with participants via social media, email or print a copy and display.
* Share the photos and/or short videos with the Masterpiece network and greater community via Facebook using the specific hashtags listed earlier in this guide.
* Identify an appropriate time for **Living It** Campaign participants to take the **Post-Living It Campaign Survey.**
* Identify community and individual award winners and order awards. Celebrate with a Wrap-up & Awards Ceremony (Optional)
  + Announce winners if applicable
  + Share success stories.
  + Take photos of participants and winners (if applicable).
  + Post pictures on social media outlets.
* Determine how your organization will continue to try new things throughout the year.
* Encourage residents and team members to think about what they can do after **Living It** to continue to grow and challenge themselves throughout the year.
* Debrief. Determine what worked well and what might be best to change. Document the conversation to use for planning next year.

# Living It Discussion Questions

Encourage a focus on growth by hosting a discussion group about learnings from the **Living It** Campaign. Ask participants to discuss the questions with the person sitting next to them or mix the group up for each question.

* Humans are social beings. Given your experience, what are the challenges of meeting new people? What do you feel are the benefits of meeting new people?
* How can we continue to challenge ourselves to connect with others in a deeper and meaningful way?
* What do you notice about yourself when you are socially connected to others?
* What did you try that you might continue?
* Through this experience, did you find a new pursuit that brought you peace?
* No matter our similarities or differences, how can we support one another in continually seeking growth opportunities?
* Please share anything that surprised you about this experience of challenging yourself to try new things.