Master the Moment   
Facilitator guidebook

Welcome! **Master the Moment,** a campaign powered by Masterpiece, is designed to encourage and challenge residents, team members, family members and the greater community to capture the small moments that bring them joy and gratitude. By being mindful and embracing small moments, we learn to appreciate every aspect of life, no matter how large or small, allowing us to positively impact our health and wellbeing.

The following **Master the Moment** resources are designed to support you in facilitating a successful campaign:

* A **Master the Moment** **Flyer** document designed to track your actions in the areas of joy and gratitude
* An **Invitation Letter Template from Leadership** to encourage participation
* A list of **Master the Moment** Best Practices
* **Recommended TED Talks** that relate to finding joy and gratitude
* A **Master the Moment** post-campaign questionnaire

The materials can be found by logging into the website: [www.mymasterpieceliving.com](http://www.mymasterpieceliving.com/), clicking on ***Resources***, then ***Programs and Campaigns by Masterpiece***, then ***Master the Moment Campaign***.

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

Sincerely,

The Masterpiece Team

 “Hello, sun in my face. Hello, you who made the morning and spread it over the fields… Watch, now, how I start the day in happiness, in kindness.” ―from *Why I Wake Early* by Poet, [Mary Oliver](https://judithalexander.files.wordpress.com/2012/10/why-i-wake-early.pdf)

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What is the Master the Moment Campaign?

**Master the Moment,** a campaign powered by Masterpiece, is designed to encourage and challenge residents, team members, family members and the greater community to capture the small moments that bring them joy and gratitude. By being mindful and embracing small moments, we learn to appreciate every aspect of life, no matter how large or small, allowing us to positively impact our health and wellbeing.

# **Master the Moment** Campaign Process:

Participating in the campaign is quite simple and involves just a few small steps. The most important step is to stop and capture a moment that brings you joy!

1. **Capture a small moment that brings you joy by:**

* Taking a photo or recording a video
* Finding an inspirational quote
* Writing a poem or short story
* Drawing or painting your source of joy
* Anything else!

1. **Two ways to share your small moments with the greater community:**
2. **Use Facebook to post small moments:**

* Tag our Facebook page (@mymasterpieceliving).
* Use the hashtag **#masterthemoment2021**
* Videos should be posted directly on Facebook

1. **Email your photo, quote, poem, etc. to:** [mpl@mymasterpieceliving.com](mailto:mpl@mymasterpieceliving.com).

Throughout the month of November, continue to post on Facebook or email small moments that inspire you and bring you gratitude. At the end of the month, Masterpiece will gather all entries and create a collective slideshow so participants can share their unique moments of gratitude, happiness, and peace.

Join us and share how you **#masterthemoment2021**

# Suggested Campaign Events/Happenings

* Plan a kickoff celebration to inform participants about the campaign logistics and show one of the **Recommended TED Talks for Master the Moment.**
* Hand out the **Master the Moment Flyer**. Participants will use this to track their moments that bring them joy and gratitude.
* Host optional **group discussions** each week throughout the campaign (see questions at the end of this guide) to focus on the growth that took place.
* Plan an end-of-campaign celebration a few weeks after the campaign to premiere the Master the Moment slideshow that Masterpiece created representing all communities in the network.

# Planning and Preparation for Master the Moment

Consider the following bullets as you plan and prepare for **Master the Moment.** 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 **Master the Moment** 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 > **Master the Moment**
* Establish community goals for the **Master the Moment** campaign. You may find inspiration in thebest practices from other communities:
  + Advertise with the opportunity to participate with a special flyer, advertisement on the in-house television or in a newsletter article.
  + Offer opportunities to make it easy to participate and/or share submissions.
  + Add classes or gatherings relating to the **Master the Moment** campaign such as a photography class in which participants take photos of the tangible joys in their lives or a letter writing class to share gratitude with a loved one.
* Invite the greater community to be a part of the **Master the Moment** Campaign. It can serve as a marketing event. It can provide an opportunity to invite family members to join in programming and create intergenerational connections.
* Use the **Master the Moment Social Media Images** to promote the campaign before and during the month on internal channels as well as social media.
* Announce **Master the Moment** to residents/members, team members, family members and the greater community. Incorporate the **Invitation Template from Leadership** into your external newsletter and/or internal community newsletter.
* 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).
* As the campaign is taking place, share the photos and/or short videos with participants via social media, internal channel, or 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 **Master the Moment** Campaign participants to take the **Post- Campaign Questionnaire.**
* Determine how your organization will continue to capture the small moments.
* Encourage residents and team members to think about what they can do after **Master the Moment** to continue to be mindful of things that bring them joy and gratitude.
* Debrief. Determine what worked well and what might be best to change. Document the conversation to use for planning next year.

# Master the Moment Discussion Questions

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

* What do you feel are the benefits of focusing on the small moments every day?
* Given your experience, what are the challenges of being mindful and focusing on joy?
* How can you continue to remind yourself of things that bring you joy?
* What did you try that you might continue or do more often?
* Through this experience, what moments did you find that brought you peace?
* How can we support one another to continue to pursue the moments that bring joy, peace and gratitude?
* What would you share with the younger generations about the small moments?
* Please share anything that surprised you about this experience.