



American  
Red Cross

# Community Leader Condolence Care Toolkit

Help us, help you, *help others.*



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## **Thank you for your partnership**

in sharing our COVID-19 resources with your community members. This community leader's guide will help to onboard you with the materials you'll be receiving in your Condolence Care Toolkit.

# Overview of Your Toolkit

The Condolence Care Toolkit serves to connect members in your community to the resources freely available by the American Red Cross Virtual Family Assistance Center.

# About

The American Red Cross began an initiative to address people's feelings of grief, loss and worry during the COVID-19 pandemic.

The Virtual Family Care Assistance Center (VFAC) is one way in which the Red Cross provides struggling communities with resources and increases people's ability to adapt and be resilient during this time.



# Overview | What's the Virtual Family Assistance Center?

The Virtual Family Assistance Center (VFAC) offers information and resources to help those suffering from loss due to COVID-19. This program has resources such as:

## For Grieving Families

### Emotional Support and Grief Counseling

Organizations that can offer emotional support to people who are grieving, or resources for those struggling with mental health or substance abuse issues.

### Faith-Based Resources

Organizations that can help meet spiritual, social, and cultural needs during this challenging time.

### Funeral Information

Organizations that can help answer questions about laying your loved one to rest, including current guidelines for holding funerals and memorials.

### Legal Resources

Organizations that may provide legal advice at no cost or low cost.

### Financial Information Services

Information, resources and services related to the financial consequences of losing a loved one due to COVID-19.

### Veterans Assistance

Organizations that assist veterans and their families, including burial and memorial benefits and dependent and survivor benefits.

## For Community Leaders

### Looking for training to help your community members suffering from loss due to COVID-19?

The VFAC also offers targeted psychological first aid training programs conducted by mental health professionals.

These programs can help you cope with added stress, foster resiliency, and encourage peer support. These no-cost courses are approximately two hours in length and can be adapted for local community needs.

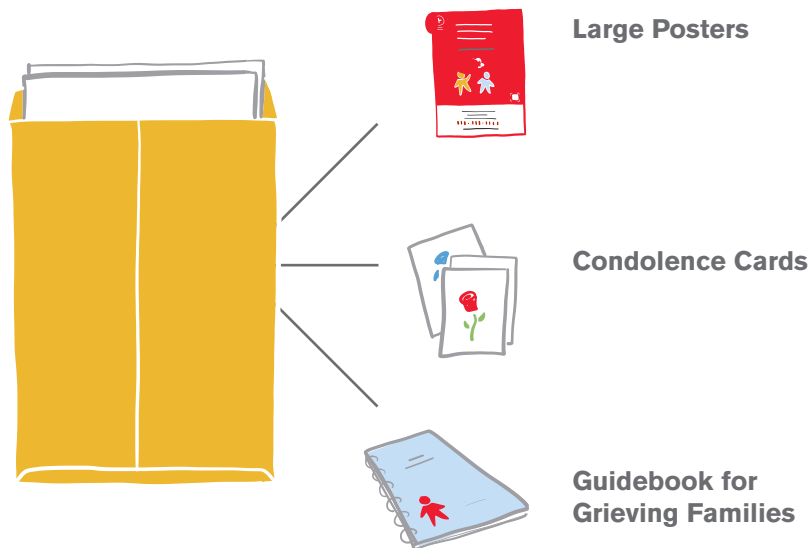
Learn more [here](#).

# Overview | What's included in your toolkit

This toolkit contains a variety of materials that community leaders like you can use to connect your communities with the resources and support freely available through the Red Cross Virtual Family Care Assistance Center (VFAC) at [redcross.org/vfac](https://redcross.org/vfac). Each piece in this toolkit was created through the involvement of community leaders across the state, with specific attention given to communities most impacted by COVID-19.

## Printed Materials

You should be receiving the following printed materials by mail or delivery:



## Digital Resources

You should have received an email with a download link to your digital resources. You can also access them **here**.



Email Script



Social Media Posts



Digital Poster



Digital Guidebook for Grieving Families

# How to Use Your Toolkit

Here are some ways you can use your  
Condolence Care Toolkit materials.

# How to Use Your Toolkit

The materials in your toolkit were designed for two main purposes. First, to help you **provide support** to community members currently impacted by the loss of a loved one due to COVID-19.

Second, by displaying posters and sharing materials, you will help **drive awareness** and connect people to the resources and support they might need while dealing with loss.



## Support and Share

Share resources with your community to help connect members to information and to access a compassionate call agent to assist community members who are dealing with loss, grief, and planning their steps for moving forward.



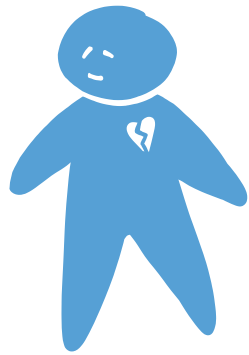
# Supporting Your Community

This kit contains materials to support your fellow community members. Use some of these tools to help support those grieving and struggling due to losing a loved one from COVID-19.



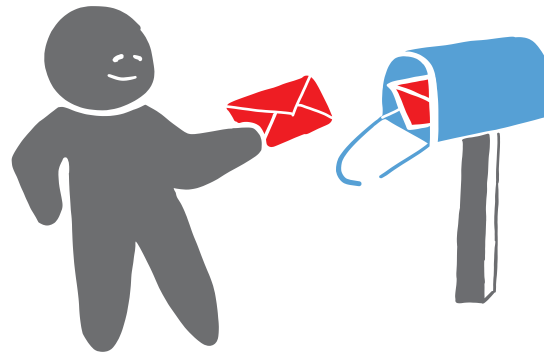
# Supporting Your Community | Condolence Cards

This toolkit contains three different variations of condolence cards. When a client or community member you know loses someone from COVID-19, send a card to them that also contains information about additional resources.



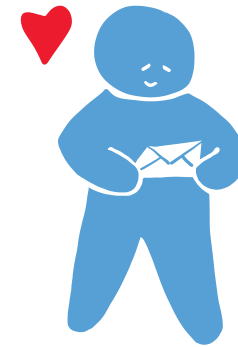
## Community member suffers loss

Someone in your community loses a friend or family member to COVID-19.



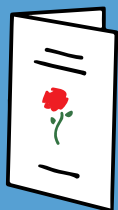
## Write a personal message

Write them a personal message in the Red Cross Condolence Card and mail or hand deliver.



## Member receives your card

Community member receives your card with personal note and is aware and able to connect with the resources at the Red Cross VFAC by phone or website.



## Need more condolence cards?

Reach out to your local American Red Cross chapter at \_\_\_\_\_.

# Supporting Your Community | Guidebook

**The Guidebook for Grieving Families** is designed to help others when a loved-one has passed away. You can send a printed or digital version of the guidebook to someone you know who has suffered a loss. The guidebook provides a structure and checklist of next steps, and procedures for connecting to Red Cross VFAC resources.

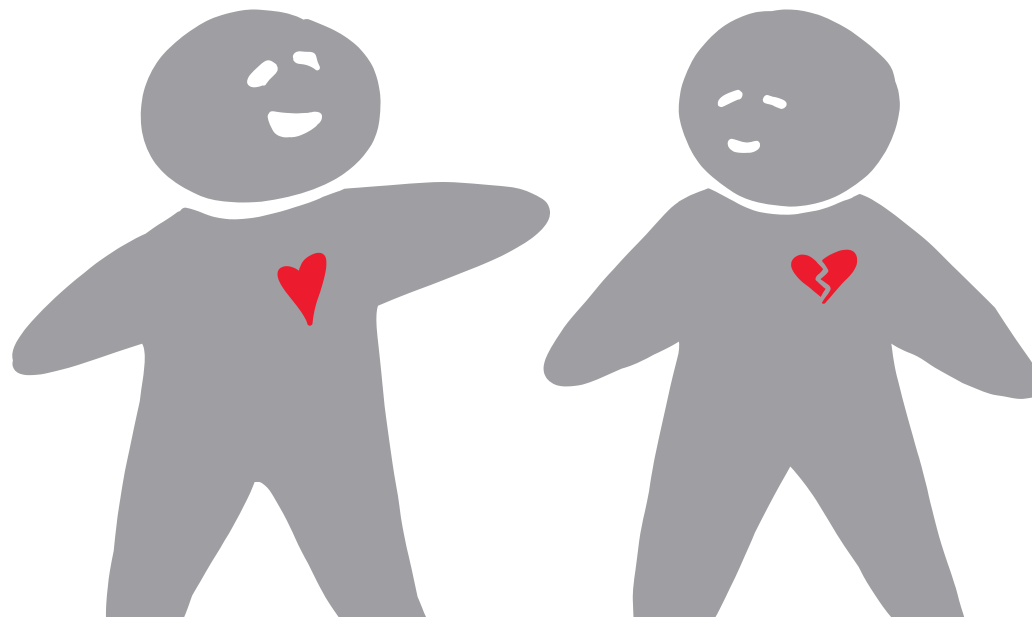


## Need more printed Guidebooks?

Reach out to your local American Red Cross chapter at \_\_\_\_\_.

# Sharing Information

How to share information about  
VFAC with your community.



# Sharing Information | Posters

The Red Cross Condolence Care Toolkit contains printed and digital resources to share information about the VFAC with your community members. Here are some ways you can use these materials.



## Large and small posters

Place posters in high traffic areas at your place of work or places in your community. Feel free to request more posters or print off letter size posters from your digital resource file. Some great places to put posters would be:

- Community Centers.
- Schools.
- Libraries.
- Churches.
- Grocery Stores.



## Need more posters?

Reach out to your local American Red Cross chapter at \_\_\_\_\_.

# Sharing Information | Email Script

You've been provided with two sample emails. One email script you can use to share with another community leader so they can sign up for their own Red Cross Condolence Care Toolkit.

The other email script can be sent to a grieving member in your community if you prefer to reach out through email. These messages are customizable so feel free to add or edit these as you see fit.



**Email to recruit  
Community Leaders**

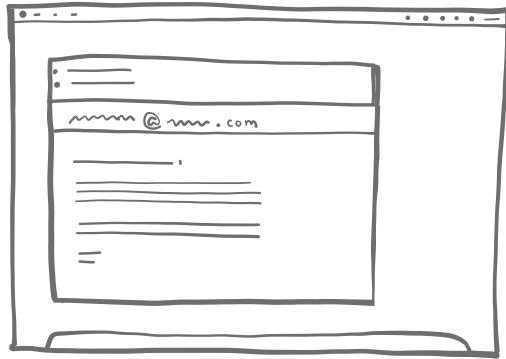


**Community Leader email  
to Grieving Person**



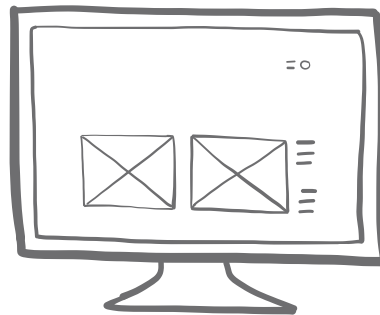
# Sharing Information | Social Media

Access social media posts by checking your email for files to download. Save the images and share them on your social media pages! Posts are targeted for grieving community members, friends who know people grieving, and potential community leaders.



## Check email for downloadable files

Receive a message from the Red Cross with a digital download link.



## Save images

Save the files to your computer or mobile device.



## Share on social media

Post the messages and images on your social media platforms.

# Sharing Information | Social Media

Share these messages on social media platforms, such as Facebook, Twitter or Instagram, or drop these as small ads in your local newsletter. You can find these files located in the download link in your email.

**Audience:  
Grieving Person**

An advertisement with a blue background. On the left is a photograph of a man in a light blue shirt hugging a woman in a blue top. On the right, white text reads: "Struggling with the loss of a loved one due to COVID-19? You are not alone. We have resources to help get you through this difficult time. Talk to someone toll free 833-492-0094." At the bottom right is the American Red Cross logo and the text: "Connect to the Virtual Family Assistance Center by visiting: redcross.org/vfac".

**Struggling with the loss of a loved one due to COVID-19?**

You are not alone. We have resources to help get you through this difficult time.

Talk to someone toll free 833-492-0094

 American Red Cross

Connect to the Virtual Family Assistance Center by visiting: [redcross.org/vfac](https://redcross.org/vfac)

**Struggling with the loss of a loved one due to COVID-19?**

You are not alone. We have resources to help get you through this difficult time.

Talk to someone toll free 833-492-0094.

**Audience:  
Friend of Grieving Person**

An advertisement with a green background. On the left is a photograph of a man in a grey suit hugging a woman in a grey jacket. On the right, white text reads: "Know someone struggling with the grief of losing a loved one from COVID-19? We have resources to help. Someone to talk to toll free 833-492-0094." At the bottom right is the American Red Cross logo and the text: "Connect to the Virtual Family Assistance Center by visiting: redcross.org/vfac".

**Know someone struggling with the grief of losing a loved one from COVID-19?**

We have resources to help.

Someone to talk to toll free 833-492-0094

 American Red Cross

Connect to the Virtual Family Assistance Center by visiting: [redcross.org/vfac](https://redcross.org/vfac)

**Know someone struggling with the grief of losing a loved one from COVID-19?**

We have resources to help.

Someone to talk to toll free 833-492-0094.

**Audience:  
Potential Community Leader**

An advertisement with a red background. On the left is a photograph of a man in a red jacket and a woman, both wearing face masks. On the right, white text reads: "Want to help others in your community during COVID-19? Sign up to become a community leader." At the bottom right is the American Red Cross logo and the text: "Connect to the Virtual Family Assistance Center by visiting: redcross.org/vfac".

**Want to help others in your community during COVID-19?**

Sign up to become a community leader.

 American Red Cross

Connect to the Virtual Family Assistance Center by visiting: [redcross.org/vfac](https://redcross.org/vfac)

**Want to help others in your community during COVID-19?**

Sign up to become a community leader.



# Thank You



**American  
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## For Questions

[redcross.org/vfac](https://redcross.org/vfac)