

Meet Give A Mile

Give A Mile is a group of dedicated volunteers who believe strongly in the power of **visits from loved ones for people in palliative or critical condition**. Founder Kevin Crowe experienced this power first-hand during the passing of his good friend Ryan Westerman who relished such visits.

Since its founding in 2013, Give A Mile has delivered more than **785 flights of compassion** in more than 150 countries and every continent except Antarctica.

Most **flights are funded by airline miles or points**, and 100% of monetary donations given through the Give A Mile website go to flights and associated travel fees (taxes, transfers). Operating funds are raised separately (e.g. this GoFundMe Charity campaign will raise funds for operations as well as flights).

Now, Let's Talk About You

We've selected you to share this news because you're a skilled creator that's build a diverse, engaged community of followers on social.

Are you down? Good- let's dive in! This brief will outline your role and expectations for this two-phase campaign.

Give A Mile Contact Info

- **Email:** info@giveamile.org
- **.com:** giveamile.org
- **Instagram:** @giveamile
- **Twitter:** @giveamile
- **Facebook:** <https://www.facebook.com/GiveAMile>
- **Tik Tok:** @kevinstuartcrowe
- **YouTube:** https://www.youtube.com/channel/UC8xevWL0rqV3s1QRcMy4_qA
- **LinkedIn:** <https://www.linkedin.com/company/give-a-mile/>

Flight Stories



FLIGHT N° 533

After her mother was diagnosed with kidney failure, Darlene and her twins turned to Give A Mile to help them say goodbye. "My mother is my hero. She is by far the most selfless person in my life. She has dedicated her life to her kids and now her grandchildren."

FLIGHT N° 532

Living in Boston with no relatives in the States, Eduardo was diagnosed with terminal liver cancer. Donations to Give A Mile helped him travel home to Nicaragua and spend his remaining time with those he loves.



2021 Holiday Campaign



Give A Mile to Unite 40 Families for the Gift of a “Final Goodbye” with our Holiday Campaign

Give A Mile is launching its most ambitious holiday campaign in the organization’s history. Give A Mile aims to provide 40 flights this holiday season to connect terminally ill patients with their loved ones. Give A Mile is aiming to raise \$30,000 and 4 million loyalty miles/points to make those flights a reality.

CTA URL: <https://giveamile.org/donate/>

Creative assets available:



Ask:

1. Money Donation- Post on Instagram and at least one additional social media channel on:
 - November 5th
 - Instagram Story (minimum of 3 frames)
 - Instagram In-feed post
 - 1 additional social media channel post
 - November 15th
 - Instagram Story (minimum of 3 frames)
 - Instagram In-feed post
 - 1 additional social media channel post
2. Miles Donation- Post on Instagram and at least one additional social media channel on:
 - November 30th (Giving Tuesday)
 - Instagram Story (minimum of 3 frames)
 - Instagram In-feed post
 - 1 additional social media channel post
 - December 15th
 - Instagram Story (minimum of 3 frames)
 - Instagram In-feed post
 - 1 additional social media channel post



From November 1 through November 29th **Drive for cash donations**

Total goal of \$30,000

Copy:

Give A Mile has provided more than 785 flights to connect terminally or critically ill patients to their loved ones.

By donating money, you can help give the gift of a final goodbye.

With every flight, there's a family.

Every mile, a memory.

\$10 minimum donation

Imagery:



CTA URL: <https://giveamile.org/donate/>

Hashtags to use:

Required: #GiveAMile

Nice to have: #charity #donate #nonprofit #giveback #makingadifference

ASK:

- November 5th
 - Instagram Story (minimum of 3 frames)
 - Instagram In-feed post
 - 1 additional social media channel post
- November 15th
 - Instagram Story (minimum of 3 frames)
 - Instagram In-feed post
 - 1 additional social media channel post

July 2020 GoFundMe Campaign examples: <https://charity.gofundme.com/o/en/campaign/giveamile>



From November 30- December 28th **Push for miles donation**

Total goal of 4,000,000 miles

All airline miles/points accepted

- Goal: 3,500,000 miles

Special partnership with United Airlines during this time: [Miles on a Mission](#)

- Goal: 1,500,000 miles

Copy:

Give A Mile has provided more than 767 flights to connect terminally or critically ill patients to their loved ones.

By donating miles, you can help give the gift of a final goodbye.

With every flight, there's a family.

Every mile, a memory.

1,000 miles/points minimum donation

Imagery:



CTA URL:

- All other airline miles: <https://giveamile.org/donate/>
- United Airlines Miles on a Mission: TBD (Dawn noted URL would be available after November 15th)

Hashtags to use:

Required: #GiveAMile

If promoting United's Miles on a Mission: #MilesOnAMission

Nice to have: #charity #donate #giveback #nonprofit #makingadifference #helpingothers

ASK:

- November 30th (Giving Tuesday)
 - Instagram Story (minimum of 3 frames)
 - Instagram In-feed post
 - 1 additional social media channel post
- December 15th
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March 2020 Miles on a Mission examples: <https://donate.mileageplus.com/Charity/Details/881476>



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We've partnered with [@united](#) to raise 500,000 miles by March 28th!


And we're determined to make it happen... with your help!

Tell everyone you know and let's collect as many [@united](#) miles as possible in the next 28 days!

Help us grow our network and gift more flights with your donations and your connections, and your generous, big hearts!! ❤️❤️

Follow the link in our bio to donate!



Tara From • 1st
Loyalty Expert / Cross-Functional Team Leader / Non-Profit Leader
8mo • 

Our first major U.S. [Give a Mile](#) campaign is live today for 28 days only. Help [Give a Mile](#) raise 500,000 [United Airlines](#) MileagePlus miles to connect terminally ill patients to their loved ones. With as little as 1,000 miles, you can give the gift of [#afinalgoodbye](#) [#MilesOnAMission](#) [#GiveAMile](#)



[Give A Mile](#)
[donate.mileageplus.com](#) • 2 min read

