



Embracing Our Warriors | Marketing Packet

Thank you for taking the time to help us promote **Embracing Our Warriors**. Together, we can improve the lives of veterans with service-related disabilities and their families by providing life-changing orthodontic treatment. **A new smile means more than just straight teeth – it can restore confidence, boost self-esteem, and improve quality of life.**

Dollar amounts are highlighted in red throughout this packet so you can adjust them to fit your practice's needs. If you need any adjustments made to the pre-made marketing materials, please reach out to **Neon Canvas** at marketing@neoncanvas.com for assistance.

This packet contains **4 ideas** to raise awareness and support for Embracing Our Warriors. Each idea includes a **social media post** (with a downloadable graphic), **email copy**, and **printable flyer** to make it easy for you to share the message.

Donation Promotion

Encourage new patients to start treatment in November and commit to donating to Embracing Our Warriors for each new patient.

Social Media Campaign:

The donation promo graphic can be downloaded [here](#).

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Caption:

A smile for a smile makes the whole world happy! 😊 To honor our heroes, we're donating **\$300** to @embracingourwarriors for every patient who starts treatment this November! 🇺🇸

Disabled veterans, who often face significant physical and emotional challenges, can find the embarrassment of dental issues particularly debilitating. Orthodontic care not only improves their appearance but also their mental health, enabling them to reintegrate into civilian life with greater self-assurance.

And the best part is all you have to do to help is start treatment! Schedule your free consultation to learn more today, and together, we can give our heroes a reason to smile again! 🦸 🦹

Printed Materials:

[Click here](#) to download the donation promo flyer to print or email along with the email below.

Email Copy

Subject:

Start Treatment This November & Make a Veteran Smile! 😊

Email:

Start Treatment This November & Make a Veteran Smile

Are you ready for the best of both worlds? This November, you can start smiling with braces or aligners and support an important cause at the same time!

To honor our heroes, we're donating **\$300** to [Embracing Our Warriors](#) for every patient who starts treatment this November! All you have to do is start smiling – we'll take care of the rest.

A new smile can mean so much more than straight teeth – For disabled veterans, who often face significant physical and emotional challenges, the embarrassment of dental issues can be particularly debilitating. With your help, we can give our heroes the smiles they deserve and the chance to feel their best again.

The EOW Mission

Embracing Our Warriors is dedicated to providing free orthodontic treatment for veterans with service-related disabilities – and their families, too! With veterans sacrificing so much for our freedom, this program gives back to those who have served us.

Together, let's give our heroes a reason to smile again!

[Get Started with a Free Consult today!]

Match Promotion

Encourage followers to donate to Embracing Our Warriors in November with your commitment to match their donations.

Social Media Campaign:

The match promo graphic can be downloaded [here](#).

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Caption:

Are you ready to make a difference? To honor our heroes this giving season, we're offering a donation match to support our heroes! 🦁 🦁

Here's the plan: when you donate to @embracingourwarriors this November, we'll double your donation to help more veterans and their families get the life-changing free orthodontic treatment they deserve. 🦷

This is a powerful way to show your gratitude—together, let's give our heroes a reason to smile again! 😊

Printed Materials:

[Click here](#) to download the match promo flyer to print or email along with the email below.

Email Copy

Subject:

Support Veterans & Their Families – Double Your Donation with Us! 🇺🇸

Email:

Make a Donation & We'll Match It – Together, We Can Make a Veteran Smile

This giving season, we're teaming up with [Embracing Our Warriors](#), a nonprofit dedicated to providing free orthodontic treatment for veterans with service-related disabilities – and their families. We need your help to restore self-esteem, boost confidence, and improve lives!

Here's how it works:

☀️ **Make a Donation:** Choose an amount to support Embracing Our Warriors.

✉️ **Send Us Your Confirmation:** Email your donation receipt to our office.

❤️ **We'll Match It!** For every dollar you donate, we'll match it, doubling the impact and creating even more smiles.

Why Embracing Our Warriors?

This amazing organization helps veterans and their families by providing the orthodontic care they need but may not be able to afford. It's a small way to give back to those who've sacrificed so much for our freedom – and together, we can make a huge difference.

This November, let's spread joy and gratitude – one smile at a time.
Donate today, email us your confirmation, and we'll handle the rest!

[\[Donate Now\]](#)

With your support and our match, we can give even more veterans and their families a reason to smile!

Retainer Program

Promote your retainer replacement program, where if they make a \$100 donation to EOW, they receive a replacement retainer.

Social Media Campaign:

The retainer replacement program graphic can be downloaded [here](#).

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Caption:

Getting your braces off doesn't mean your treatment journey is over. Now it's time to wear your retainers and stay on track with your treatment. If you lose or break your retainer, you can make a \$100 donation to @embracingourwarriors, and you will receive one free replacement. 🇺🇸

Talk about a win-win!

Embracing Our Warriors provides free orthodontic care for veterans and their children. For disabled veterans, dental issues can be especially embarrassing. Orthodontic care not only improves their appearance but also boosts their mental health, helping them reintegrate into civilian life with confidence.



Are you ready to make a difference? Ask us how you can get started today. 😊

Printed Materials:

[Click here](#) to download the retainer replacement flyer to print or email along with the email below.

Email Copy

Subject:

Protect Your Smile & Help a Hero Smile Too! 🇺🇸

Email:

Stay on Track with Your Smile & Support Veterans with Every Retainer Replacement

Just because your braces are off doesn't mean your smile journey ends! It's time to maintain those results with our Retainer Replacement Program – and make a difference along the way.

Here's how it works:

♥ **Support Veterans and their children:** If you lose your retainer, just make a \$100 donation to EOW, and receive a replacement retainer.

Why Embracing Our Warriors?

This incredible organization helps veterans and their families regain confidence with healthy smiles. Many of these heroes have given so much to protect our freedom, and now it's our turn to give back – one smile at a time.

Every donation helps veterans and their families feel confident and ready to take on new opportunities with a healthy smile.

[Get Started with the Retainer Program]

Workout Challenge

Join us this to make a difference with our Workout Challenge! Participants commit to individual fitness challenges—like push-ups, squats, burpees, or any exercise—while sponsors pledge donations per rep or for completing a goal.

[Download our informational packet for the workout challenge.](#) Inside, you'll find:

- **Challenge Ideas:** Options for offices, individuals, or groups to inspire participation.
- **Photo Release Form:** For participants to agree to photo/video use.
- **Participant Pledge Sheet:** Give this to participants so they can easily track their reps and donations.
- **Participant Letter:** A ready-to-use letter to help participants seek support.

There are several ways your office can engage your patients and followers.

- **Team/Doctor Challenge:** Have patients and followers sponsor a doctor, employee, or patient, with donations per rep or a flat amount if the goal is reached. Live stream for added fun!
- **One-Day Timed Challenge:** Host a timed in-office or virtual event where participants complete as many reps as possible. Each participant finds sponsors for their total reps.
- **Gym Challenge:** Partner with a local gym and invite participants for a one-day fitness event. Sponsors pledge per rep or to reach a set goal.
- **One-Month Group Challenge:** Bring your office team and patients together to hit a shared fitness goal for the month. Sponsors pledge based on your group's overall progress.

Social Media Campaign:

The workout challenge graphic can be downloaded [here](#).

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Caption:

This November, we're moving for a mission that matters! Join us for our Workout Challenge to raise funds for Embracing Our Warriors, a nonprofit providing free orthodontic care for veterans with service-related disabilities and their families.

Here's how it works:



Take the Challenge: Choose a workout that motivates you – whether it's push-ups, squats, or burpees.



Get Sponsored: Ask friends, family, or colleagues to pledge donations for each rep you complete or for reaching your goal.



Finish Your Challenge by November 30th: Complete the challenge at your own pace and share your results with your sponsors!

With every rep you complete, you'll help veterans boost their self-esteem, regain confidence, and improve their quality of life with a new smile.

Visit the link in our bio to get started today, and let's make every rep count and show our veterans how much their service means to us! 💪

[\[link to include in bio\]](#)

Printed Materials:

[Click here](#) to download the workout challenge flyer. You can print and distribute it at your office or send it with the email below.

Email Copy

Subject:


Make Every Rep Count This November! 💪🇺🇸


Email:


This November, let's move for a mission that matters!

Join our Workout Challenge to raise funds for [Embracing Our Warriors](#), a nonprofit that provides free orthodontic treatment for veterans with service-related disabilities and their families.

Here's how it works:

 **Take the Challenge:** Choose a workout that motivates you – whether it's push-ups, squats, or burpees.

 **Get Sponsored:** Ask friends, family, or colleagues to pledge donations for each rep you complete or for reaching your goal.

 **Complete Your Challenge by November 30th:** You don't need to participate on a specific day. Simply finish your workout by the end of November and share your results with your sponsors!

With every rep you complete, you'll help raise essential funds to give veterans the confidence of a healthy smile. It's easy to get involved, and every donation counts toward changing lives.

Are you ready to make a difference? Start your challenge today, and let's show our veterans how much their service means to us!

[\[Get Started & Download Your Pledge Sheet Today\]](#)