



Happy Acts WALL CAPTAIN/HOST GUIDE

March 20, 2015

#happyacts 

livehappy™ 

YOU can help Live Happy spread happiness on the International Day of Happiness, March 20!

Nerium and Live Happy

Nerium™ International has partnered with Live Happy™ because they represent a concept we believe in, and can support, through our daily actions. We choose happiness. Nerium and its Brand Partners know the power of positive psychology, and we see the effects of choosing happiness in how our business grows, the type of people we attract to our business, and the bond those choices create within the Nerium family.

International Day of Happiness

On March 20, 2015, Live Happy, in cooperation with the United Nations, is celebrating International Day of Happiness, a day when thousands of individuals and organizations come together to recognize the pursuit of happiness as a fundamental human goal. We have a unique advantage in supporting this goal through our Nerium Ripple and our ability to create positive ripples in our community through acts of happiness.

What Will Happen on March 20?

- Live Happy will host walls across the country in prime locations. Media, social media buzz and massive exposure for Live Happy will happen on this day, helping solidify Live Happy as the place to go for happiness.
- We will show the world that we choose to be happy and they can, too!

What You Can Do to Celebrate with Us

As a Nerium leader you have a special opportunity to play a key role by being in charge of your own wall location!

Host Your Own Happiness Wall!

Requirements and Expectations

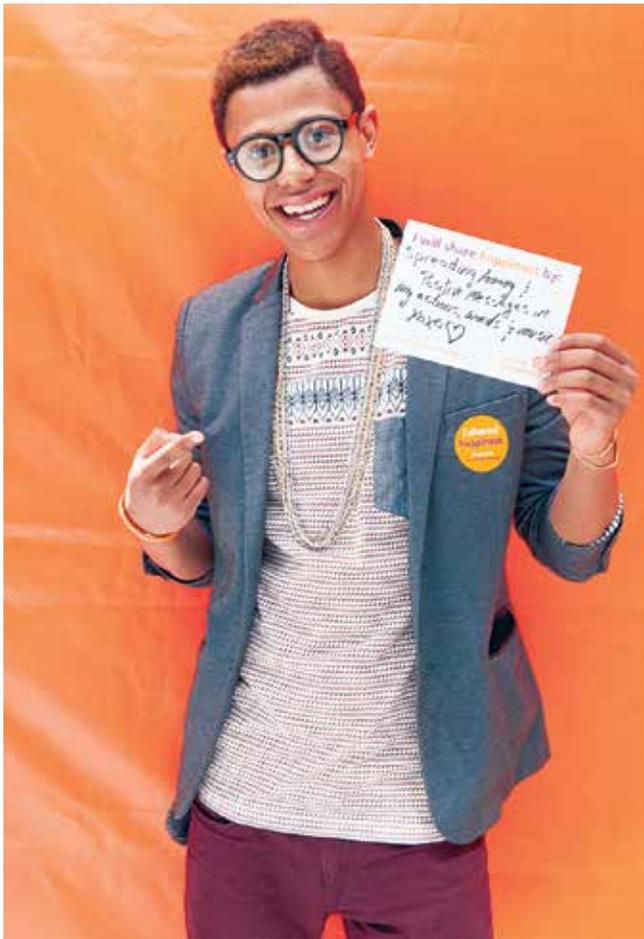
Nerium Brand Partners who have achieved the rank of National Marketing Director and above have the opportunity to apply to host a Live Happy event on International Day of Happiness, Friday, March 20.

Please read the requirements and expectations below to determine if you would like your area to be considered for a happiness wall location.

What Is a Happiness Wall?

Basically, it's the epicenter of happiness! It is an interactive event where people will come to share their happiness on a 10-by-7-foot wall displayed in a prominent, high-traffic area.

Visitors to the wall are encouraged to join the happiness movement by sharing their Happy Acts on a card and then posting it to the wall. Each person who completes a card will receive a Live Happy bracelet (while supplies last) and sticker.



We ask visitors to take a photo of themselves holding their card in front of the wall and share it on their social networks using #HappyActs.

Live Happy corporate may reach out to local media to encourage coverage of the local happiness wall and International Day of Happiness.

What Are the Requirements to Host an Event?

As a host, you will be required to:

1. Secure an event location that is:
 - a. High-traffic. Each location is expected to get at least 500 cards completed. Examples of this type of area include parks, malls and tourist attractions.
 - b. Able to accommodate a 10-by-7-foot wall, a table and volunteers (approximately a 20-by-20-foot space).
 - c. Safe for both volunteers and visitors. Setup and teardown will be in the early morning and evening, so the location must be safe.
 - d. Available between 8 a.m. and 6 p.m., not including the time it takes for setup and teardown, approximately 7 a.m. - 7 p.m. (times may change due to location restrictions.)
 - e. Non-union. Locations requiring union involvement for setup and teardown are not approved locations.

2. Obtain permits and/or written permission to host the event. Before completing the application, you must:
 - a. Submit written permission with the application.
 - b. Identify any permit needs and requirements from the location owners. The application requires you provide all permit requirements, time frames and costs associated with obtaining the permit.
3. Secure volunteers to help you host the event. There are a lot of tasks and responsibilities that go with hosting a successful event, so you will need to secure reliable volunteers to assist with the following:
 - a. Setup and teardown of the 10-by-7-foot wall, including packing and shipping it back to Live Happy. The wall will be a collapsible structure with a fitted vinyl covering. The expected setup time is 45 minutes. See the checklists for details.
 - b. Community outreach. You will be responsible for letting the community know you are there. We will have approved locations posted on happyacts.org, but you will need to encourage surrounding businesses and organizations to come by and share their Happy Acts on the wall. See the community outreach checklist for details.
 - c. Organize the supplies needed, setup details, staffing schedules and event logistics for everything needed to host the event.
 - d. Designate one volunteer to deal with the media and answer questions should a media opportunity arise. (Subject to Live Happy approval and guidelines.)



4. Execute the event according to Live Happy's expectations and standards:
 - a. Minimum number of required volunteers on-site at all times.
 - b. Volunteers present in matching staff shirts provided by Live Happy (number to be determined upon application approval).
 - c. Participate in Wall Captain/Host required phone training.
 - d. Volunteer training to be conducted by Wall Captain/Host based on provided materials from Live Happy.
 - e. No additional materials, products or companies can be presented or present at the event.
 - f. Involve community organizations in getting people to attend the event.
 - g. Hand out all event invitations to friends, family and potential event attendees.
 - h. Collect and return cards to Live Happy.

5. Live Happy will provide the following to help make the event a success:
 - a. The wall, which will be shipped to the Wall Captain.
 - b. 500 Happy Acts cards to be completed and affixed to the wall.
 - c. 500 wristbands to give to people who complete a card.
 - d. A day-of-event training call and guide.



Event Checklists

Tasks and responsibilities required for a successful event are provided below in the form of a checklist for activities before, during and after the event. Use these checklists as a guide to determine if you would like, and are able, to host an International Day of Happiness event.

Pre-Planning:

- Complete event submission application by Tuesday, Feb. 3.
- Research permission requirements, timelines and costs for proposed location.
- Research estimated foot traffic for proposed location.

Upon Application Approval:

- Confirm participation and acceptance of Wall Captain/Host responsibilities.
- Secure location.
- Secure permit and adhere to all permit requirements.
- Recruit reliable volunteers.
- Attend Wall Captain/Host training conference call with Live Happy.
- Confirm shipping address for the happiness wall, event materials and bracelets.
- Order 10 approved (i.e. free) event T-shirts from store.livehappy.com with code that will be provided.

- Secure event supplies not provided by Live Happy, including pens, tables and trash cans.
- Contact community organizations to let them know about the event and encourage attendance.
- Help promote the event through community calendars, social media and local visitors bureaus.
- Assign roles and responsibilities to volunteers (social media, setup, teardown, etc.).

One Week Prior to Event:

- Confirm volunteers.
- Follow up with social organizations, community calendars and surrounding businesses about attending the event.
- Attend Wall Captain/Host check-in conference call.
- Purchase five (5) 10-pound bags of kitty litter to anchor the wall.

Event Day On-Site:

- Arrive no later than 6:30 a.m. for setup, unless arrival time is different for location.
- Set up the wall in the predetermined highly visible, high-traffic area.
- Encourage all volunteers to go to happyacts.org.
- Ask volunteers to complete a card and place it on the wall.
- Brief volunteers on their roles of encouraging attendees to complete the cards and post photos to their social networks using #HappyActs.
- Place signage, tables and volunteers.
- Take and share photos of the event/activities using #HappyActs at least 5 times per site.
- Collect all cards from the wall at the end of the event and, using provided shipping documents, return to Live Happy.
- Tear down the event and pack the wall as you received it.
- Clean the location of all trash and debris.
- Thank your volunteers!

Post-Event:

- Donate the bags of kitty litter to a local animal shelter.
- Ship the wall to Live Happy.
- Complete and submit the Event Summary Document to Live Happy.

Create Your Own Happiness Wall!

Want to join the Happy Acts fun? It's easy – you can create your own happiness wall by ordering happiness wall kit at store.livehappy.com.

For only \$25 each Happy Acts wall kit includes:

- 100 Happy Acts wall cards
- 100 Happy Acts bracelets
- 100 Happy Acts round stickers
- 2 Live Happy logo stickers
- 2 Happy Acts board stickers

Once you receive your Happy Acts wall kit you can easily create a happiness wall for your workplace, social group, school and even your home to share and spread happiness with everyone around you. Download the Happy Acts Guides for schools, businesses, and communities at happyacts.org/downloads.

- A. **Find a perfect spot.** A blank wall. A clean whiteboard. A bulletin board. Big or small, there's a spot that will work for a happiness wall. If you want to share happiness by putting up a wall in a public location, such as your place of worship, school or a local business, make sure you get permission first.
- B. **Start decorating.** People need to know what your happiness wall is all about! Get some colorful paper (orange is our favorite) and use the Live Happy logo stickers and Happy Acts stickers to decorate your board.
- C. **Gather supplies for sharing Happy Acts on the wall.** Make it easy to share Happy Acts on your wall by keeping supplies handy. You may need things like markers and pens and a trash bin nearby for the strips that come off the back of the Happy Acts wall cards.

That's it! Now, to encourage others to share their acts (no one wants to be first!), break the ice by adding a few of your own.

Take photos and share them on Facebook, Twitter or Instagram using #happyacts.