

kw Cares.



KW Cares
New Agent
Playbook

Welcome To The KW Cares New Agent Playbook

Welcome to the KW Cares New Agent Playbook. This playbook is intended to help you understand how KW Cares is such an integral part of the Keller Williams culture. The mission of the organization is: **Together, we empower, support and uplift our KW Family during times of hardship due to sudden emergencies.**

By the time you turn the last page, you'll have a clear picture of how KW Cares can help you and other associates during times of need. Furthermore, you will learn how about opportunities on how you can support our critical mission because at KW we are ...

Family helping Family.

The 5 things you need to know about KW Cares

1

KW Cares is a 501(c)(3) non-profit dedicated to serving Keller Williams Realty associates and their dependent family members experiencing hardship as a result of a sudden emergency.

2

KW Cares grants and disaster relief are made possible **entirely** and **exclusively** by the donations of Keller Williams agents and associates.

3

Because of the generosity of our KW family in the last 21 years, KW Cares has awarded over \$63 Million dollars to more than 6,500 Keller Williams associates and their immediate family members.

4

KW Cares maintains the highest seal of approval with Candid and Charity Navigator. Fewer than 1% of non profits in US earned this distinguished status.



5

KW Cares has an endowment which generates additional revenue for our annual budget. This endowment will ensure our financial stability for decades to come.

General Overview

This page illustrates the overview of this playbook. Each step below has a dedicated slide in subsequent pages with more accompanying detail!

Step One

Welcome Video

Watch the welcome video from KW Cares.



Step Two

Grants Information

Learn more about KW Cares grants, what is available and how to apply.



Step Three

Transactional Giving

Set up Transactional Giving in Command. Your gifts are tax deductible.



Step Four

Events

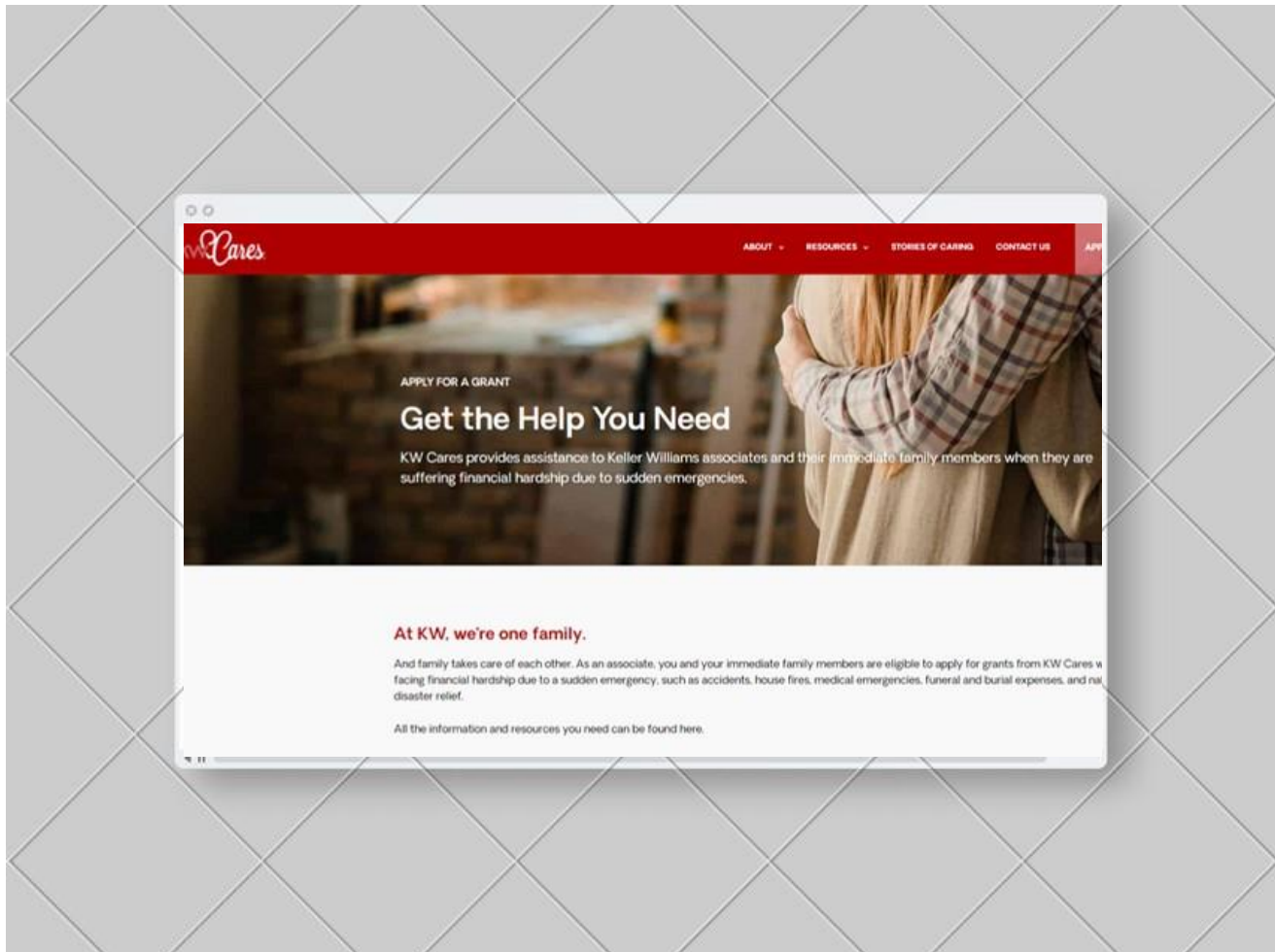
Review KW Cares' annual Calendar of Events found on the website.

Step 1: Welcome Video

Before we dive into information on KW Cares, please watch this quick video that illustrates the impact of this important organization to our culture at Keller Williams. We'd like to show you first hand how your donation can provide life giving support to those in our KW family that need it most!



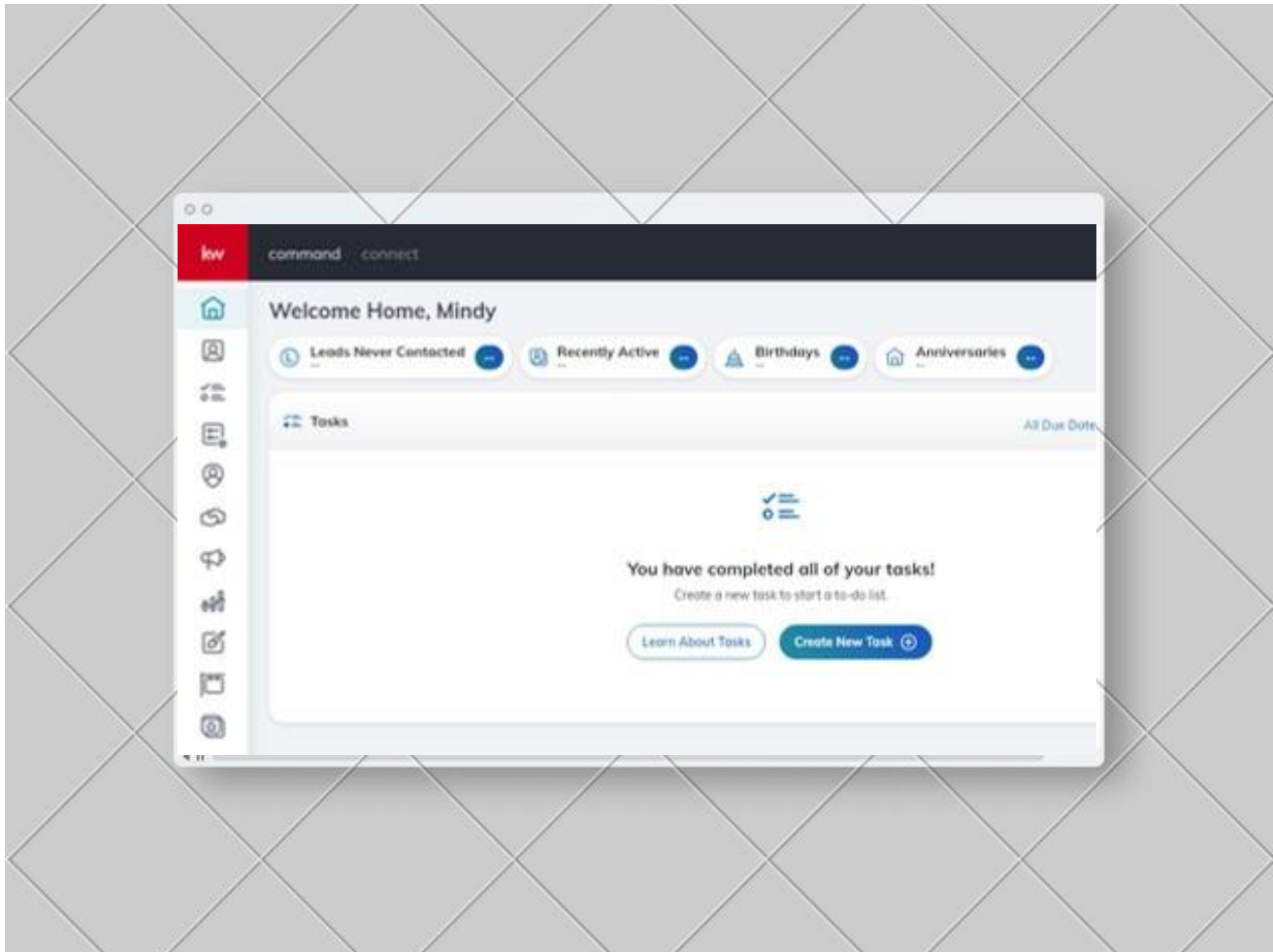
Step 2: Grants Information



Go to kwcares.org/grants/

You can discover more information about financial assistance through the Grants page on the KW Cares website. This invaluable resource provides comprehensive details about the types of grants available to KW Associates and their dependent family members facing financial hardship due to a sudden emergency. The application process is outlined in clear, simple steps, removing guesswork and streamlining your path to receiving aid.

Step 3: Transactional Giving



Command is designed to seamlessly integrate philanthropy into the everyday business operations of Keller Williams. By contributing a portion of each transaction, you're not just closing a deal; you're opening a door for someone in need. This streamlined approach to giving makes every business interaction a chance to support our mission and strengthen the culture in your Market Center.

Your Market Center leadership or KW Cares can assist you in setting up your recurring transactional giving in Command.

Visit [HERE](#) for specific step-by-step instructions.

A heartfelt donation as little as \$5 with each transaction will make a HUGE difference in so many lives!

Step 4: Calendar of Events

Signature Annual KW Cares Events

February- Family Reunion special events: Silent Auction at booth, informative breakout session, and Keller Classic Golf Tournament

May - KW Cares Month

August- Mega Agent Camp booth and events

October- Multiply Your Business - live educational event geared to helping agents increase productivity.

**Ask about KW Cares events at your
Market Center**

These are the annual signature KW Cares events. We would love to have you join us at one or more of these occasions throughout the year.