



# Collab Circle Membership Overview

## What is a Collab Circle?



A Mavericks Collab Circle is a 3-month membership with a group of different-minded people coming together to solve a specific problem in senior care.

It involves 5 90-minute Zoom brainstorming sessions that build on each other, and finishes with a group FB Live discussing the challenges, the approach and the solution.

Our mission is to create action and innovation in senior care resulting in positive change for the way we age. If you're aligned with our mission, we invite you to join us as we

# #ignitehope!



## Why Join A Collab Circle?

There is really only ONE reason to join us.

You must have a drive to "be the change you wish to see" in the world of senior care.

Being a part of this group gives you an opportunity to hear all sides of the problem, to hear other's perceptions, opinions, and ideas. And to create lasting solutions for all.

The last Collab Circle tackled the problem of communication in the first 14-days of residential care for a senior. Did you know that 80% of all lawsuits in senior care are related to the first 14-days? It boils down to lack of communication and expectation setting. So the team set out to create a solution, which came in the form of a 14-Day Communication Guide For Family & Staff. The guide is available as an eBook on our website, or in print format upon request.

Results so far include:

- Increased well-being for our elders
- Improved job satisfaction for staff
- Happier family members, more likely to recommend the community to others
- Increased census for residential care providers

**Is this the kind of change you'd like to create?**



## REACH OVER 380,000 PEOPLE EACH MONTH

[ignitehope@mavericksofseniorliving.com](mailto:ignitehope@mavericksofseniorliving.com)



# Memberships

## Collab Circle Memberships

There are two membership options to join.

### Single Collab Membership

**\$149/quarter**

per person

Participate in one quarterly Collab Circle that will create change in the senior care industry.

#### BENEFITS

- 5 Collab meetings (virtual) over the quarter
- Co-create valuable, industry-changing content
- Attribution, logo & website in published content
- Ability to distribute resulting content with attribution page for all involved
- Mavericks FB Live interview exposure to our audience
- Social media exposure throughout the quarter
- Apply fee towards annual membership
- Be the change you wish to see in senior care

### Annual Membership

**\$449/quarter**

per person

Participate in all four quarterly Collab Circles in 2021, plus additional benefits only available to our Annual Members.

#### BENEFITS

- Participation in all of the 4 quarterly Collab Circles with all of the benefits of the Single Collab Membership
- 30% discount off Mavericks events
- Logo and recognition on our website
- Ability to offer special promotions to our audience
- Mavericks FB Live interview exposure to our audience
- 50% off Quarterly or Annual Memberships for additional staff members
- Be the change you wish to see in senior care



Visit our website to get started at [mavericksofseniorliving.com/collab-circles](http://mavericksofseniorliving.com/collab-circles)



MORE THAN 150,000 MINUTES WATCHED MONTHLY

[ignitehope@mavericksofseniorliving.com](mailto:ignitehope@mavericksofseniorliving.com)