



# *Every Smile* **COUNTS**

**FEBRUARY 21, 2019**

*Your Donation Will Change a Life*

*every  
smile  
...and  
every  
person  
counts*



**Dental Lifeline**  
Network®

For many people with disabilities or who are elderly or medically fragile dental care is unaffordable. 60% of elderly people don't have access and most veterans can't get dental care either.

**Dental Lifeline Network (DLN)** has worked for over forty years to increase access for those who need life-changing and life-saving dental care.

**We are excited to announce the third annual Every Smile Counts Day!** It's a great opportunity for dental manufacturing and distributor companies to support DLN's flagship program, Donated Dental Services (DDS).

**On February 21, 2019**, your company can join industry colleagues in supporting Every Smile Counts Day.

## *Participation is simple*

All we ask is that you pledge to donate a portion of your national sales on February 21 to DLN.



“The doctor and whole staff were unbelievable. Being able to go through this program has meant a whole lot. It took a financial burden off of me and made me no longer have to worry about the state of my mouth!”

— **EDGAR ROUSAN JR.**  
MO patient

MO patient Edgar Rousan Jr. and Dr. Jon Copeland



# WHY SUPPORT DENTAL LIFELINE NETWORK



DLN's DDS program consists of a national network of **15,000 volunteer dentists** and **3,500 volunteer laboratories** that provide dental care to thousands of patients each year.



**120,550 patients** have received nearly **\$380 million** in donated services.



**Every dollar donated to DLN generates nearly \$9 in care** through DDS. This program is efficient, effective and, in many instances, life-saving.



The need for DDS is great, as more than **11,200 people** are currently on a waitlist to receive services.

“

I can't thank you enough helping me get my teeth back. Cancer has taken so much away from me. If it wasn't for you, I'd feel so hopeless. Your single act of kindness has brought me much hope and joy.

”

— **VERA HEFFERON**  
NC patient



NC patient Vera Hefferon  
with Dr. Curtis Newsome

# WHAT WILL MY COMPANY RECEIVE BY PARTICIPATING IN EVERY SMILE COUNTS DAY?

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Have questions about Every Smile Counts Day?  
Want to encourage others to participate?

Please contact:

**Matt Yeingst**  
Vice President of Development  
720-891-1154  
[myeingst@DentalLifeline.org](mailto:myeingst@DentalLifeline.org)

## *Company Recognition*

In recognition of your company's participation in Every Smile Counts Day, you will receive the following and more:

- Logo placement on the DLN website, [DentalLifeline.org](http://DentalLifeline.org). This includes a dedicated page for Every Smile Counts Day and a homepage story about the event.
- Logo placement and attribution in at least two Every Smiles Counts Day blog posts on the DLN website.
- Inclusion in Every Smile Counts Day press releases.
- Inclusion in a minimum of two posts per DLN social media channel (Facebook, Twitter & LinkedIn).
- Inclusion in up to two email blasts to DLN digital mailing lists (12,000+ subscribers).

## *Marketing Materials*

Your company will receive an Every Smile Counts Day marketing toolkit to help promote the fundraising event. Featuring digital graphics, social media posts, email templates and flyers, the toolkit contains everything you need to spread the word!

# PLEDGE FORM

## Participating Company:

(please fill out completely, sign and return to DLN)

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Pledge Options:

Donate a portion of nationwide company sales\*  
occurring on February 21, 2019.

*Less than \$25 M in revenue annually: **\$2,500 minimum donation***

*More than \$25 M in revenue annually: **\$5,000 minimum donation***

Donation capped at \$ \_\_\_\_\_

OR

Fixed pledge amount: \$ \_\_\_\_\_

*Less than \$25 M in revenue annually: **\$2,500 minimum donation***

*More than \$25 M in revenue annually: **\$5,000 minimum donation***

On behalf of Company listed above, we agree to help Dental Lifeline Network expand its humanitarian dental programs through the Every Smile Counts Day pledge indicated above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Proprietary information about sales revenues  
and donation amounts will be kept confidential.

## Donation Information

Company agrees to submit total  
amount pledged by April 1, 2019, to:

**ATN: Matt Yeingst**  
**Dental Lifeline Network**  
**1800 15th Street, Ste. 100**  
**Denver, CO 80202**

Thank you for your pledge to help  
Dental Lifeline Network through  
Every Smile Counts Day! For more  
information, contact Matt Yeingst  
at 720-891-1154 or [myeingst@  
DentalLifeline.org](mailto:myeingst@DentalLifeline.org).



**Dental Lifeline**  
Network.

**EMAIL COMPLETED FORM**