MemberAssist

Powered by Overalls

2025 Launch Toolkit



ACCESS YOUR DIGITAL LAUNCH RESOURCE CENTER

Overalls MemberAssist 2025 Launch Toolkit

As Designees or Local Union leaders, you're the trusted voice your Members turn to for support—and introducing a new benefit can feel like a big lift.

At Overalls, the company that powers MemberAssist, they get it. That's why we created the MemberAssist Toolkit: to make launching this benefit as smooth and impactful as possible.

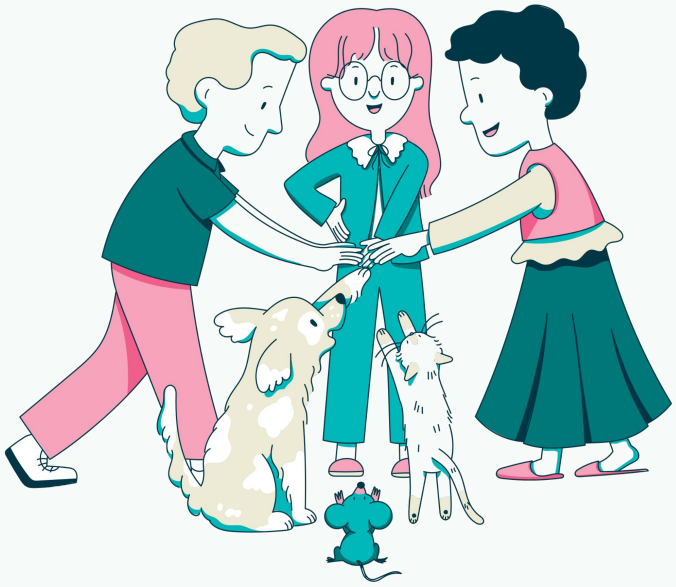
Our LifeConcierge™ service is here to make life easier for your Members—and this Toolkit is here to make life easier for you. Inside, you'll find ready-to-use content, customizable flyers and posts, and a simple timeline to guide you through the launch. Whether you're promoting MemberAssist on Facebook, in a meeting, or through email, they have you covered.

Together, we'll ensure every Member knows what's available to them—and how to use it.

The corporate clients that use this program has about 65% of their employees registered and making requests. FEA believes your Members can exceed that number.

It's no cost to Member or the Local. There's no selling… It's all a service

It's to make those everyday "To Do's" get handled buy a personal "live" assistant. It's an AMAZING service for all Members.



WHAT TO EXPECT:

Your "Designee" Responsibilities:

- ❑ Gather you Local's Benefits and the health and voluntary benefit from you District
- ❑ Start using MemberAssist; you'll become a master of the benefit in advance of everyone
- ❑ Complete the MemberAssist ZOOM Training
- ❑ Become familiar everything in this Toolkit and linked Resource Center. (On cover page)
- ❑ Your Local is free to use any of their own promotional materials in addition to everything here that is being provided – The goal is to have most everyone make their first request.
- ❑ The TimeLine (next page) has suggestions as to what should be sent and when.
- ❑ Launch Day: Announce that the benefit is live
- ❑ Post Launch, share testimonials and initially weekly, then bi-weekly reminders
- ❑ Submit your Local Promotion Update form at the end of month 1, 2, and 3
- ❑ Ask questions...we are here to assist: info@memberassist.net



Launch Timeline

Timing	Action
2 weeks before Launch	Send the "2 Weeks Before – Making Life Easier for All FEA Members" There are options to send out digitally (copy onto an email) or as an attachment to an email.
1 week before Launch	Note: Each of your Phase-1 Locals has a customized "coming soon" flyer to be sent to all members with your logo already present on the flyer and also the generic "coming soon" flyer
On the day of the Launch	Send out the "Available Today" notice as well as the link to the Andrew Spar – Make your Request Today
1 day after Launch	Send out the "Available Today" flyer along with a note from your President encouraging to "try it out" and make a request today and to advise all members that YOU are their GoTo person for questions.
3 days after Launch	Carole Gauronskas' video "Get Your Time Back"
1 week after Launch	Andrew Spar video "Here's What's Cool About MemberAssist" Select other promotional item to send
2 weeks after Launch	Send Nandi Riley's video "MemberAssist can Manager Your Life" Select other promotional item to send
Over the next 3 months	Misc. communication, flyers, emails, videos, all in your Resource Center. Keep communication going!

Guide to Overalls

Help Your Members Get the Most Out of MemberAssist. We've created simple "how-to" guides that show members exactly how to use MemberAssist powered by Overalls.

These resources walk them through how to sign up, submit a request, and start getting help with everyday tasks.

You can share these guides through email, social media, in-person meetings, or anywhere members will see them—making it easy for everyone to get started.

Overalls Guides

- See How Easy MemberAssist is to Use
- How to Create an Overalls Account
- How to Submit a Request



Overalls MemberAssist 2025 Launch Toolkit

Internal Communication

Helping your members learn about MemberAssist starts with strong communication—and we've made it easy for you.
Inside this toolkit, you'll find ready-to-use materials to promote the benefit across emails, meetings, posters, social media, and more.

We've designed these tools so you can reach your members wherever they are — whether that's at work, online, or in their communities.

Content Library

Launch Communication

- 2 Weeks Out Communication (Printable)
- Coming Soon Communication (Customizable w/Logo)
- 1 Week Out Coming Soon "Daily Value" Flyer
- Available now! (Customizable w/Logo)
- Available now! (Digital)
- Info Flyer w/ QR Code

Ongoing Communication

- Email Communication
- Facebook Communication
- Email Banner
- MemberAssist Postcard (Customizable w/Logo)
- MemberAssist Postcard Alt Ver (Doc.)
- MemberAssist Poster

Resource Pages

- Hall of Fame (Testimonials)
- Endless Possibilities



Video Promotions

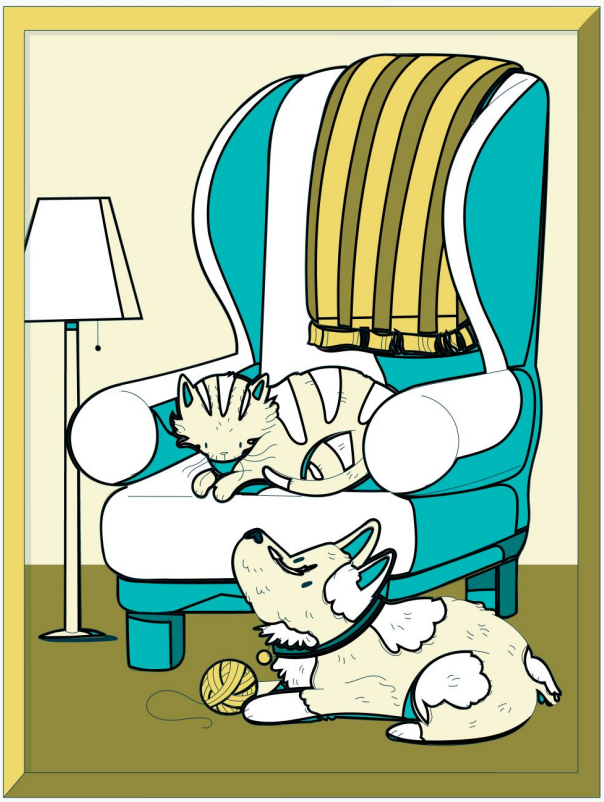
- Carole Gauronskas - Get Your Time Back
- Carole Gauronskas - Make Your Request Today
- Carole Gauronskas - MemberAssist Got My Task Completed
- Carole Gauronskas - MemberAssist; Its So Easy
- Andrew Spar - Here's What's Cool About Member Assist
- Andrew Spar - Make Your Request Today
- Andrew Spar - Your Personal Concierge - An FEA Local Exclusive
- Andrew Spar -First Request
- Nandi Riley - MemberAssist can Manage Your Life
- Nandi Riley - Make Your Request Today
- Nandi Riley - Didn't know how to start a project
- Meeting the Company that Provides MemberAssist



Case Studies and Testimonials

Seeing how MemberAssist has made a difference in other's lives can provide valuable insights into how our services can benefit your team. In this section, we share real-world examples of employees who have successfully utilized MemberAssist as a resource.

Request: Assistance Finding a Dishwasher



Tammie reached out to MemberAssist with an urgent request. She was remodeling her kitchen and needed a reliable, budget-friendly dishwasher. Her current machine was over 25 years old, and she sought a replacement. With renovations starting imminently, timing was critical.

LifeConcierge Miguel promptly took on Tammie's request. He researched standard-sized dishwashers that met her criteria, focusing on options that could be delivered quickly.

Miguel compiled his findings into a detailed PDF that included not only appliance recommendations but also delivery options, installation kit suggestions, and advice on avoiding high installation fees by using her renovation crew.

Miguel maintained timely communication, checking in with Tammie to ensure she had everything she needed. Tammie later confirmed she was making a purchase based on his recommendations. She rated the experience 5 out of 5 and noted that MemberAssist saved her 1–3 hours of time. She appreciated the streamlined process and commented, "The process was easy and the results were exactly what I needed."

Tammie Brooks-Evans; Pres. DTU

Request: Replacement of a Wooden Privacy Fence

Pat reached out to MemberAssist for help finding a reliable fencing contractor to replace a wooden privacy fence at her Florida home. Her goal was to identify trustworthy providers who could offer estimates and complete the project with minimal disruption to her schedule, as she would not be available to be on-site during visits.

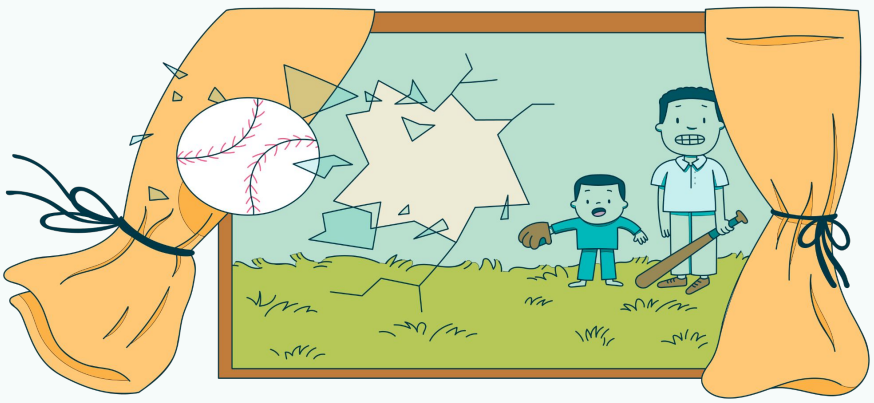
LifeConcierge Sabrina researched extensively on Pat's behalf, researching and contacting over a dozen highly rated fencing companies. They managed communications, verified availability, and secured multiple quotes in PDF format for easy comparison. Throughout the process, Sabrina respected Pat's preferences, ensured companies could access her yard without her present, and kept her consistently updated.

Despite challenges such as expired quotes, provider unavailability, and holiday delays, the LifeConcierge team persisted. They rescheduled appointments, followed up on missing estimates, and even converted digital quotes to downloadable files for convenience.

Pat ultimately received and reviewed comprehensive proposals from multiple providers. She expressed appreciation for the support and indicated she would move forward with one of the presented options.

Pat expressed her gratitude throughout the process, acknowledging the team's diligence and saying, "That is perfect. Thank you so much."

Pat Barber; Pres. MEA

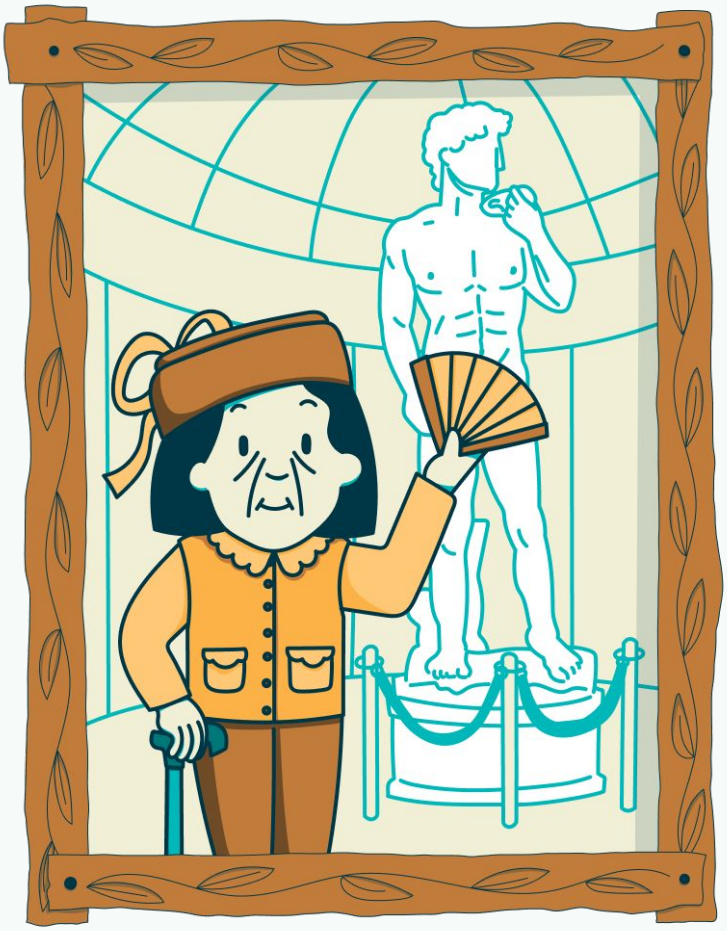


Request: Greece Travel Research and Planning

Jessica contacted MemberAssist as she began planning a potential vacation to Greece. With an eye toward affordability and ease, she was looking for destination ideas, accommodation recommendations under $200 per night, and guidance on transportation and activities across various Greek locales. Jessica hadn't yet started planning and was seeking expert insight to streamline the process.

LifeConcierge Beth stepped in to assist, gathering all the key travel details and creating a detailed PDF guide. The document featured curated information on four major Greek destinations—Athens, Santorini, Mykonos, and Crete—including top-rated attractions, hotel options under budget, suggested flight itineraries from Florida, and car rental guidance where appropriate.

Beth provided thoughtful context about the best ways to navigate each location, explaining when and where a rental car was needed versus public transit or walking. She also highlighted key sights, ensuring the trip could be both scenic and convenient. Follow-ups ensured that Jessica had everything she needed to make informed decisions.



Jessica rated her experience 5 out of 5 and noted that MemberAssist saved her more than five hours of planning time.

Jessica Reyst; VP. DTU

Request: Schedule 90,000 Mile Service for Volkswagen

Patrick reached out to MemberAssist for help scheduling the factory-recommended 90,000-mile service for his Volkswagen. He specified a preference for an afternoon appointment on a weekday and confirmed that he planned to wait at the dealership during the service.

LifeConcierge Gina swiftly coordinated the booking, securing an appointment that aligned with Patrick's availability. She confirmed the service details, which included an oil change, tire rotation, and brake flush, with an estimated cost. Gina provided the dealership's location, sent a calendar invite, and ensured Patrick had all the information needed for a smooth visit.

On the day of the appointment, Gina followed up with a reminder and later checked in to confirm all had gone well. She offered continued support and closed out the request after ensuring Patrick had everything he needed.

Patrick Strong; Pres. OESP





Request: Photo Booth for 50th Anniversary Event

Kate reached out to MemberAssist for help sourcing a photo booth rental for her union's 50th anniversary celebration. The event was scheduled for May, in St. Augustine, Florida, with festivities planned from 3:00 PM to 8:00 PM. Kate needed vetted options that could provide fun, professional service tailored to the special occasion.

LifeConcierge Crystal promptly took on the request, researching and compiling a list of three highly rated photo booth providers serving the St. Augustine area. Each option included location details, customizable package information, and user reviews, all presented in an easy-to-navigate PDF with clickable links for deeper exploration.

Crystal followed up to ensure Kate had everything she needed and offered to provide additional recommendations if necessary. The process was designed to be simple, time-saving, and fully customized to Kate's event needs.

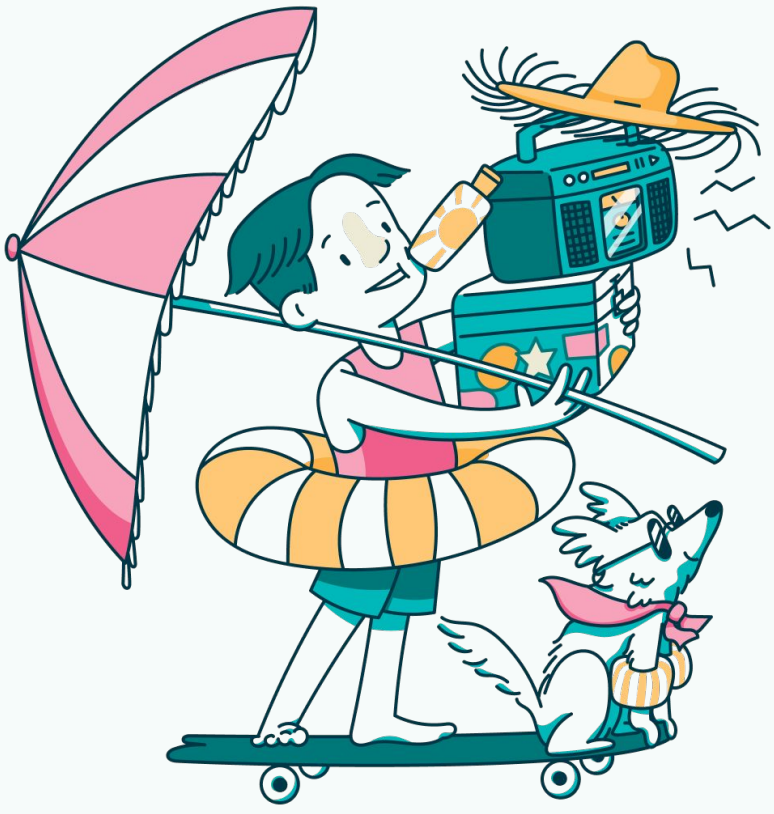
Kate rated her experience 5 out of 5 and shared that MemberAssist saved her 1–3 hours of time.

Kate Dowdie; Pres. SJEA

Request: Hawaii Travel Research and Planning

Vicki reached out to MemberAssist with plans for a once-in-a-lifetime trip to Hawaii. She was exploring a 10–14 day vacation and wanted help identifying the most affordable option. Her travel goals included visiting iconic sites like Pearl Harbor and the Polynesian Cultural Center on Oahu, as well as exploring natural wonders on Maui, Kauai, and possibly the Big Island. Budget-conscious but excited, Vicki requested help with accommodations, transportation, and car rental options.

LifeConcierge Beth guided the planning process, collecting details on preferred dates, travel party size, nightly accommodation budget, and destinations of interest. Beth then compiled a comprehensive, destination-by-destination travel packet sent via email, which included lodging recommendations, inter-island flight logistics, car rental options, and curated attractions aligned with Vicki's interests in culture, nature, and scenic beauty.



Vicki appreciated the information, noting that while the trip planning was helpful. She noted that the service saved her 1–3 hours.

Vicki Kidwell; Pres. CCEA