

Welltower - Brandywine New Lead Nurture Journey

Campaign Outline:

[https://docs.google.com/spreadsheets/d/1j98qgllrsckpNY8tr5WnJQPByYKLy_jNSzEaMhiV1tM/edit
?usp=sharing](https://docs.google.com/spreadsheets/d/1j98qgllrsckpNY8tr5WnJQPByYKLy_jNSzEaMhiV1tM/edit?usp=sharing)

Email Copy

Email #1: Introduction to Care Type

From Name/Email	Brandywine Haverford Estates by Monarch haverfordestates@hello.brandycare.com
Subject Line	Welcome! Step into Comfort and Care
Preview Text	We're here to support you every step of the way.
Module 1 - Header	 Care Lifestyle Residences FAQs
Module 2 - Body Content	<p>Welcome to Brandywine Haverford Estates by Monarch!</p> <p>Self - Assisted Living</p> <p>We are delighted that you are considering our Personal Care program. At Haverford Estates, we focus on providing personalized care within a supportive and enriching community. Assistance with daily tasks or additional support is available to help you live comfortably and with dignity. If you have any questions or would like more information, we</p>

encourage you to reach out to our community today. We're here to help you every step of the way.

[Call 555-555-5555](#)

[Email Us](#)

Loved One - Assisted Living

We understand that choosing the right care for your loved one is a deeply personal decision. At Haverford Estates, we offer a warm, welcoming community where your loved one will receive the attention and support they need through our Personal Care program. If you would like to discuss your loved one's needs or have any questions, we encourage you to contact us today. We are here to help provide the guidance you need.

[Call 555-555-5555](#)

[Email Us](#)

Self - Memory Care

If you are considering Memory Care, we want to assure you that you will receive the highest level of care in a safe, secure, and nurturing environment. At Haverford Estates, we understand the unique challenges of living with memory loss, and we're here to support you. If you have any questions or would like more information, we encourage you to reach out to our community today. We're here to help you every step of the way.

[Call 555-555-5555](#)

[Email Us](#)

Loved One - Memory Care

Choosing the right Memory Care option for your loved one is a critical decision, and we're here to offer the compassionate support they need. At Haverford Estates, our Memory Care program is specifically

designed to meet the needs of individuals with Alzheimer's or other memory-related conditions, offering the highest level of care in a nurturing environment. If you would like to discuss your loved one's needs or have any questions, we encourage you to contact us today. We are here to help provide the guidance you need.

[Call 555-555-5555](#)

[Email Us](#)

Self - Unsure/Other

Choosing the right care option is an important step, and we're here to help guide you through it. Haverford Estates offers a variety of services to meet your unique needs, whether you're looking for assistance with daily tasks or specialized care. If you have any questions or would like more information, we encourage you to reach out to our community today. We're here to help you every step of the way.

[Call 555-555-5555](#)

[Email Us](#)

Loved One - Unsure.Other

We understand that selecting the right care for your loved one is a big decision, and we're here to help you navigate through it. Haverford Estates offers a variety of services to meet your loved one's unique needs, from assistance with daily tasks to specialized care. If you have any questions or would like more information, we encourage you to reach out to our community today. We're here to help you every step of the way.

[Call 555-555-5555](#)

[Email Us](#)



Self - Assisted Living

Module 3

Personalized Care Just for You

Our Personal Care services are designed to meet your unique needs. From help with daily activities to medication management, we ensure that every aspect of your care is tailored to you. We aim to offer the right balance of independence and support so that you can thrive.

[Learn More](#)

Loved One - Assisted Living

Tailored Care for Your Loved One

Our Personal Care services are designed with your loved one's unique needs in mind. Whether they need assistance with daily tasks or help managing medication, we ensure that all services are personalized. We focus on maintaining their independence while offering the support they need to thrive.

[Learn More](#)

Self - Memory Care

Care That Meets Your Needs

Our Memory Care program is specifically designed for individuals with Alzheimer's or other memory-related conditions. We create personalized care plans that address your specific needs, including assistance with daily activities, medication management, and cognitive support. Our compassionate team is here to ensure you feel secure and respected.

[Learn More](#)

Loved One - Memory Care

Personalized Memory Care for Your Loved One

Our Memory Care services are tailored to each individual's unique needs. We provide assistance with daily activities, medication management, and cognitive activities, all while maintaining a focus on your loved one's dignity and comfort. Our approach helps them feel safe, supported, and engaged.

[Learn More](#)

Self - Other/Unsure

Not Sure Which Care Option Is Right for You?

We offer several care options to suit different needs. Personal Care provides a higher level of care and assistance with daily activities, while still encouraging independence. If memory challenges are a concern, Memory Care offers a secure environment with specialized care for individuals with Alzheimer's or other memory-related conditions. Additionally, Respite Care provides temporary assistance for those recovering from illness or surgery, or for caregivers who need a break.

[Learn More](#)

Loved One - Other/Unsure

Not Sure Which Care Option Is Right for Your Loved One?

We offer a range of services that can be tailored to your loved one's needs. Personal Care provides a higher level of care and support for daily tasks, encouraging your loved one to remain as independent as possible. If your loved one has Alzheimer's or another memory-related condition, Memory Care offers a secure, structured environment designed to meet those specific needs. Additionally, Respite Care is available for short-term stays to help with recovery or provide temporary relief for caregivers.

[Learn More](#)

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Email #2: What's Included in Care Type?

From Name / Email	Brandywine Haverford Estates by Monarch haverfordestates@hello.brandycare.com
Subject Line	Personalized Care Options for Every Need
Preview Text	Our services are tailored to create a life that's not just easier but also more rewarding and enjoyable.
Module 1	<p>BRANDYWINE by MONARCH COMMUNITIES</p> <p>Care Lifestyle Residences FAQs</p>  <p>Assisted Living</p> <p>Support, Comfort, and Enrichment for Every Resident</p>

Personal Care at Brandywine Haverford Estates by Monarch offers tailored support in a welcoming, vibrant community. Here's an overview of what's included in our Personal Care services, designed to make life easier, more enjoyable, and enriching:

- Support with daily activities like medication management, dressing, grooming, and mobility
- Our highly trained team is available 24/7 for you
- Tailored care plans that match personal health and wellness goals
- Dynamic social calendar with fitness classes, hobby groups, and live entertainment
- Chef-prepared meals tailored to dietary needs and preferences
- Concierge services for transportation, medical appointments, and outings

And much more!

[Explore Personal Care](#)

Memory Care

Compassionate Care Tailored to Support Safety, Comfort, and Engagement

Memory Care at Brandywine Haverford Estates by Monarch offers a tailored, compassionate approach to care, ensuring our residents feel safe, supported, and engaged every day. Here's what's included in our Memory Care program:

- Private, on-site medical service that provides routine wellness checks, medication management, and more
- Support with daily activities like medication management, dressing, grooming, and mobility
- Secure living spaces designed with safety in mind that promote independence and reduce confusion

- Regular housekeeping and laundry services
- Concierge services for transportation, medical appointments, and outings
- Engaging cognitive and recreational activities
- Chef-prepared meals tailored to dietary needs and preferences

And much more!

[Explore Memory Care](#)

Self - Not Sure/Other

Personalized Support to Meet Your Needs

Not sure which level of care is the best fit for you? We're here to help! Our team is ready to listen to your needs and guide you through the options that will best support your lifestyle and well-being. Our care options include:

Personal Care: For those who need help with daily activities, such as bathing, dressing, and medication management, while still maintaining independence.

Memory Care: Specialized care for individuals with Alzheimer's or other memory-related conditions, offering a secure environment and structured support.

Respite Care: If you're a caregiver in need of a break, or if your loved one is recovering from a hospital stay, our Respite Care offers a short-term stay with the option to extend. Enjoy access to our exceptional care and amenities while ensuring peace of mind for both you and your loved one.

[Explore Our Care Options](#)

Loved One - Not Sure/Other

Personalized Care for Your Loved One

Choosing the right care for a loved one can be challenging, but we're here to guide you through it. No matter what your loved one needs, we'll help you find the best solution for them. Our care options include:

Personal Care: For those who need help with daily activities, such as bathing, dressing, and medication management, while still maintaining independence.

Memory Care: Specialized care for individuals with Alzheimer's or other memory-related conditions, offering a secure environment and structured support.

Respite Care: If you're a caregiver in need of a break, or if your loved one is recovering from a hospital stay, our Respite Care offers a short-term stay with the option to extend. Enjoy access to our exceptional care and amenities while ensuring peace of mind for both you and your loved one.

[Explore Our Care Options](#)

Module 2



Unrivaled Service and Amenities

Life at Brandywine Haverford Estates by Monarch is not just about care—it's about enjoying every moment. Residents have access to a dynamic social calendar that includes fitness classes, entertainment, and group activities.

[See More](#)

Module 3

We're Here to Help

Have questions or need assistance? Our team is here to provide the information you need and guide you through the next steps.

Whether you're looking for more details on our services, scheduling a tour, or need personalized care advice, we're happy to help.

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Email #3: Floor Plans and Options

From Name /
Email

Brandywine Haverford Estates by Monarch
haverfordestates@hello.brandycare.com

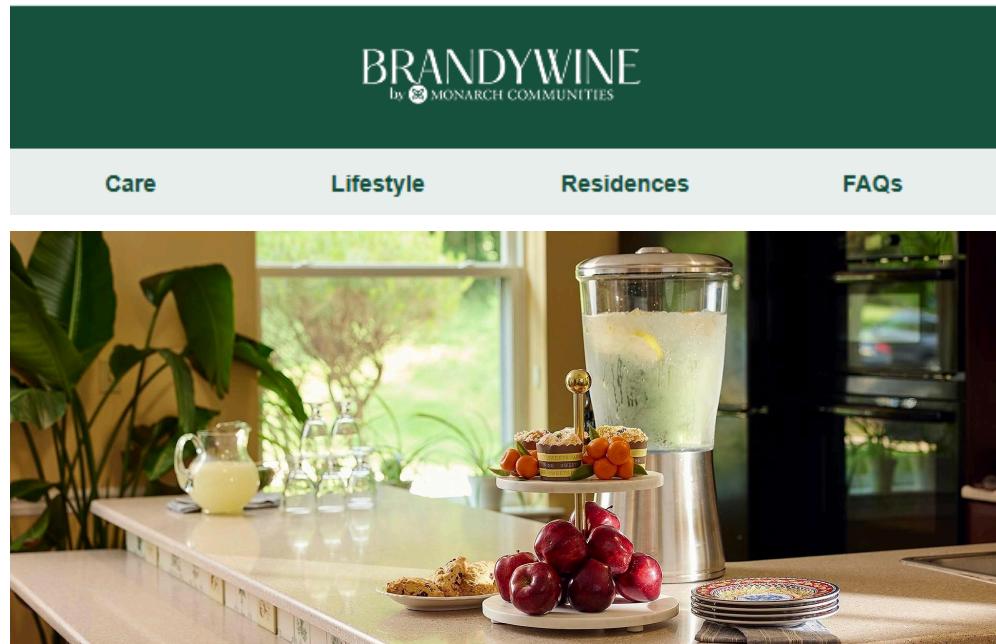
Subject Line

Preview Text

Module 1

Discover Cozy Apartment-Style Living

Choose from a variety of comfortable living options and floor plans.



Assisted Living

Comfortable, Apartment-Style Living

At Brandywine Haverford Estates by Monarch, we offer apartment-style living that provides comfort and independence. Residents can choose from a variety of living options, including studio, single, or double apartments, all designed with natural light, updated décor, and individual climate control for a personalized experience. Our Personal Care apartments are designed to accommodate both individuals and couples, offering a cozy, inviting space for those seeking a comfortable home.

[View Floor Plans](#)

Memory Care

Comfort and Security in Memory Care Living

At Brandywine Haverford Estates by Monarch, our Memory Care residences provide a secure, nurturing environment for individuals with dementia, where they receive exceptional, 24/7 care. Each apartment is thoughtfully designed with natural light, updated décor, and individual climate control to ensure comfort and peace of mind. Our apartment-style living offers both safety and a welcoming space that feels like home for every resident.

[View Floor Plans](#)

Not Sure/Other

Where Comfort Meets Community

At Brandywine Haverford Estates by Monarch, we offer apartment-style living that provides comfort and independence. Residents can choose from a variety of living options and all are designed with natural light, updated décor, and individual climate control for a personalized experience. Our apartments accommodate both individuals and couples, offering a cozy, inviting space for those seeking a comfortable home.

[View Our Residences](#)

Module 2



Explore Our Gallery

Step into the heart of Haverford Estates through our gallery. Our images capture the warmth, care, and vibrant community that make us unique.

[View Gallery](#)

Module 3

Have Questions?

Our FAQs provide answers to common inquiries about our community. We're here to help you better understand how we can provide peace of mind every step of the way.

[View FAQs](#)



Module 4

We're Here to Help

Have questions or need assistance? Our team is here to provide the information you need and guide you through the next steps.

Whether you're looking for more details on our services, scheduling a tour, or need personalized care advice, we're happy to help.

Call Us 555-555-5555

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BRANDYWINE

HAVERFORD ESTATES

PERSONAL CARE AND MEMORY CARE

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Email #4: A Day in the Life

From Name /
Email

Brandywine Haverford Estates by Monarch
haverfordestates@hello.brandycare.com

Subject Line

A Glimpse into Daily Life at Brandywine Haverford Estates

Preview Text

Discover the warm, inviting atmosphere that defines daily life here.

Module 1

BRANDYWINE
by MONARCH COMMUNITIES

Care

Lifestyle

Residences

FAQs

A Day at Brandywine Haverford Estates by Monarch

Assisted Living

Each day at Brandywine Haverford Estates by Monarch is thoughtfully designed to provide comfort, connection, and fulfillment for our residents. Here's what a day in Personal Care might look like at Haverford Estates.

Memory Care

In Memory Care, each day is structured to provide the security, support, and engagement our residents need. Here's how a typical day might unfold at Haverford Estates.

Other/Unsure

At Brandywine Haverford Estates by Monarch, every day offers a variety of activities designed to enrich life. Here's a look at a typical day in our community.

Module 2



Assisted Living

Morning

Begin your day with a chef-prepared breakfast, followed by a refreshing stretch class to energize both body and mind.

[See More](#)

Memory Care

Morning

Start your day with a personalized breakfast, followed by gentle sensory activities designed to stimulate memory and provide calm.

[See More](#)

Other/Unsure

	<p>Morning</p> <p>Wake up to a delicious, chef-prepared breakfast in our bright and welcoming dining room. Afterward, take part in a morning stretch or wellness class that helps you start the day feeling energized.</p> <p>See More</p>
Assisted Living	<p>Afternoon</p> <p>Engage in social activities like arts and crafts or participate in a community discussion. Our concierge team is always available to assist with any personal needs or to arrange outings.</p> <p>See More</p> <p>Memory Care</p> <p>Afternoon</p> <p>Relax with soothing music therapy or visit our peaceful gardens, offering a serene environment to reconnect with nature.</p> <p>See More</p> <p>Other/Unsure</p> <p>Afternoon</p> <p>Take part in an engaging activity tailored to your interests, whether</p>



<p>it's a fitness session, a book club, or a community outing.</p> <p>See More</p>	
<p>Module 4</p> 	<p>Assisted Living</p> <p>Evening</p> <p>Savor a gourmet dinner in our restaurant-style dining room, followed by light entertainment or meaningful conversation with friends in a cozy space.</p> <p>See More</p>
	<p>Memory Care</p> <p>Evening</p> <p>End your day with a comforting dinner and unwind with calming activities that promote restfulness for the evening.</p> <p>See More</p> <p>Other/Unsure</p> <p>Evening</p> <p>End your day with a flavorful, gourmet dinner in our elegant dining room, followed by light entertainment, a movie, or relaxed conversations with friends.</p> <p>See More</p>
<p>Module 5</p>	<p>Discover Upcoming Events</p> <p>Discover all the exciting activities and events happening at Haverford</p>

Estates! Our vibrant calendar is filled with opportunities for connection, enrichment, and fun. Whether you're looking for social gatherings, wellness programs, or creative workshops, there's something for everyone to enjoy.

[View Calendar](#)

Module 6

We're Here to Help

Have questions or need assistance? Our team is here to provide the information you need and guide you through the next steps.

Whether you're looking for more details on our services, scheduling a tour, or need personalized care advice, we're happy to help.

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Email #5: Overview of Selected Care Type/Next Steps

From Name /
Email

Subject Line

Preview Text

Module 1

Brandywine Haverford Estates by Monarch
haverfordestates@hello.brandycare.com

Let's Take the Next Step Together

We're ready to help you navigate what's next with ease and confidence.

BRANDYWINE
by MONARCH COMMUNITIES

Care

Lifestyle

Residences

FAQs



What's the Next Step?

Self - All LoC + Other/Unsure

We understand that choosing the right care is a significant decision.

We're here to guide you through the process, answering any questions you have along the way. Our goal is to ensure you have all the information needed to make the best decision for your needs and preferences. Reach out to us today, and we'll help you find the perfect fit.

[Call Us 555-555-5555](#)

[Email Us](#)

Loved Ones - All LoC + Other/Unsure

We understand that choosing the right care is a significant decision.

We're here to guide you through the process, answering any questions you have along the way. Our goal is to ensure you have all the information needed to make the best decision for your loved one's needs and preferences. Reach out to us today, and we'll help you find the perfect fit for the person you care about most.

[Call Us 555-555-5555](#)

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