



"I tear up when I talk about their rooms, watching them decorate, watching them grow." -Cheryl Sullivan, LTLC Outreach

THE "STEPS TO HOME" = CONNECTION, TRUST, WILLINGNESS, INTERVENTION, SHELTER, HOUSING



GUIDE TO SUCCESSFUL FUNDRAISING

We find that the most successful fundraisers are those who aren't afraid to ask their friends and family for support—they will want to help you because this cause matters to you!

Filling out this worksheet will help jog your memory.

Make a Phone Call to:

1. Parents _____
2. Sisters _____
3. Sisters-in-law _____
4. Brothers _____
5. Brothers-in-law _____
6. Aunts/Uncles _____
7. Cousins _____
8. Children _____
9. Nieces/Nephews _____
10. Grandparents _____

Send an Email to:

11. Accountant _____
12. Attorney _____
13. Babysitter _____
14. Dentist _____
15. Chiropractor _____
16. Landlord/Manager _____
17. Real estate agent _____
18. Physical therapist _____
19. Physician _____
20. Wedding planner _____

Drop Off a Letter to:

21. Pet Groomer/Vet _____
22. Drycleaner _____
23. Florist _____
24. Barber/Stylist _____
25. School _____
26. Supermarket _____
27. Manicurist _____
28. Bartender _____
29. Gym/Yoga Studio _____
30. Pharmacist _____

Others you might call or email:

- 31.College friends _____
- 32.Fraternity friends _____
- 33.High school friends _____
- 34.Facebook friends _____
- 35.Children's friends _____
- 36.Children's teachers _____
- 37.Neighbors _____
- 38.Parents' friends _____
- 39.Former Co-workers _____
- 40.Coach(es) _____

Maybe you know people from:

- 41.Work _____
- 42.Bowling League _____
- 43.Gym or Yoga _____
- 44.Childcare _____
- 45.Place of Worship _____
- 46.Coffee house _____
- 47.Neighborhood Café _____
- 48.Camp _____
- 49.Golf Course _____
- 50.Favorite Restaurant _____

Don't forget....

51. YOU can make a Personal Donation!
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WHAT to SAY

There is so much power in the written word, don't be shy, make it *personal* and *relatable*.

1. **Create a list of EVERYONE you know using our memory jogger.** Don't say "no" for anyone by assuming that they can't or won't support. Send them the letter or email and let them decide. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause.
2. **Ask. Include a call to action.** Don't just tell them what you are doing, ask for their help. Include your personal fundraising goal in the text, and suggest giving levels. Do not diminish your request by being apologetic or by saying something similar to "I hope you can donate something".
3. **Make it personal.** If mailing, hand address the outside envelope and hand sign each letter. For emails, don't send a mass email with everyone's address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don't see regularly, i.e., "Mary, I hope this finds you doing well!"
4. **Put your HEART into it.** Let them know why you're fundraising. This cause is important to you- share why. Don't include too many facts and figures; instead include your personal story of why you have taken on this task. Someone will donate to you because they know you, and want to support your efforts.
5. **Make it easy to donate.** Include your personal fundraising page you created on the online registration site and encourage online donations. If mailing, include a return envelope for them to send their donation to you. Label the envelopes with your address. It's also nice to include

a stamp on the return envelope. If they will be attending an event, instruct them to bring a check payable to the Lowell Transitional Living Center.

6. **Set a deadline.** People are always motivated by deadlines. We recommend that you set a deadline earlier than the event date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.

7. **Send a reminder.** Keep a list of those who send in donations. Send a reminder to those what have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in the money.

8. **Send a "thank you" card.** "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount. Staying in communication develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for future efforts.

Just in case you need a little help...

Sample team stories for you to use as inspiration:

-Generic Copy/Paste example-

Friends and Family,

I will be participating in the 2017 Steps to Home walk event, June 10th at Mill No. 5 in Lowell, Massachusetts. The purpose of the walk is to help Lowell Transitional Living Center expand their street outreach capabilities so they can save lives and give hope to people experiencing homelessness.

We have all had the experience of seeing someone sleeping on a sidewalk, huddling in a stairway in the rain, living in a tent, or keeping shelter under a bridge. We see people from the comfort of our cars and wish we could do something. But, sometimes it feels like the problem is too big and complicated, and that there isn't really anything we can do about it.

Lowell Transitional Living Center offers much more than a place to sleep. Many people aren't aware of their street outreach program, where case managers go out into the streets and establish trusting relationships with people living outside in critical need.

We CAN all make a difference for someone experiencing homelessness in the Merrimack Valley.

Please help us support the Lowell Transitional Living Center by contributing to the 2017 Steps to Home walk event. All amounts are appreciated and all donations are 100% tax deductible.

<Link to your fundraising page>

We greatly appreciate it and hope to see you there.

Sincerely,

[YOUR NAME]

(continued on next page)

-Personal example-

Friends and Family,

We will be participating in the 2017 Steps to Home walk event, June 10th at Mill No. 5 in Lowell, Massachusetts. The purpose of the walk is to help Lowell Transitional Living Center expand their street outreach capabilities so they can save more lives and give hope to people experiencing homelessness.

As many of you already know, our eighteen year old son Sebastian died of an opioid addiction last year. Despite the prevalence of the opioid epidemic in our communities, the solutions are desperately under-funded. We are committed to improving the lives of individuals and families affected by this crisis, and ensuring that the requisite funding is available for services like street outreach, where case managers go out into the streets, establish trusting relationships with people living outside in critical need, and are there in the moment of willingness when they need a ride to a detox center or medical help.

Please help us support the Lowell Transitional Living Center and those affected by addiction and everyone else experiencing homelessness by contributing to the 2017 Steps to Home walk event. All amounts are appreciated and all donations are 100% tax deductible.

<Link to your fundraising page>

Sebastian was deeply loved and we know he would have wanted us to continue the fight. Thank you in advance for your generosity and help. We greatly appreciate it and hope to see you there.

Sincerely,

[YOUR NAME]

SOCIAL MEDIA is your fundraising friend!

As we all know social media has become one of the most powerful outlets in today's world. We encourage you all to utilize it to help you succeed in your fundraising efforts. We have included some sample messages you can post to your Facebook profile, Twitter page, or LinkedIn profile. Social media networks reach far more than a phone call or email will and we know you can make a difference reaching out to yours!

Message One, after registration:

I've registered for the 2017 Steps to Home walk event. I hope you'll join me as I Bridge the Distance for Street Outreach. I walk because <insert your reason for walking> and I'm asking for your support. Visit my webpage to learn more <insert hyperlink to your personal page here>.

Message Two, throughout campaign:

Did you know that last winter a total of 510 individual people in Lowell had to sleep in LTLC's emergency beds last winter because they had no place else to go? I'm raising funds to do something about that! Visit my webpage <insert hyperlink to your personal page here> to learn more and support my efforts!

Message Three, throughout campaign:

I'm half way to my goal, and only need \$x more to reach it! Will you help me? <Share your personal reason for walking here> Visit my page and make your donation today <insert hyperlink here>.

Message Four, throughout campaign:

Did you know that funding for STREET OUTREACH is the most critical need facing LTLC shelter today? It's only two weeks before this year's Steps to Home walk event and it's only TOGETHER that we can make a difference in the lives of those who live on the streets in our community.

All of the funds raised will support LIFE SAVING services. Please support my efforts and visit my personal webpage to learn more! <insert hyperlink here>.

Message Five, after walk:

Thank you so much to everyone who supported my efforts to raise money for the Lowell Transitional Living Center. The walk was this past weekend and we had a fabulous time! I was able to raise <\$> and be a part of <#of walkers> who raised a total of <\$total of walk>! Thank you for your help!

Key Points to Remember when utilizing Social Media:

1. Always include a link to your personal fundraising page.
2. Don't be afraid to post frequently. Remember how quickly messages end up on the next page with everyone sharing their own statuses. Make your posts regular and frequent.
3. Publicly thank your donors on your page: Thanks to Jane Doe for her donation. Your support is so appreciated!

One last great idea to utilize all your communication! Include a link to your fundraising page in your email signature:

I'm participating in this year's Walk for Epilepsy. Visit my page to learn more and support my efforts <insert your hyperlink here>.

HOST an EVENT to raise extra money for your team!

Fundraising can be a lot of fun and there are many easy ways to raise money. We want you to enjoy your experience so we've provided a few great ideas to jump start your efforts!

Some of these ideas are quick and easy, some might take more time, but they will all be worth the investment you make! Feel free to get creative.

Coordinate a "Dress Down Day"

At your office, ask colleagues to donate \$5 to your fundraising efforts and then as a reward work with HR to ensure that everyone who donates can dress casually on the designated day!

Corporate Matching Gifts

Corporations will often match gifts given to you by employees. This is a great way to double or triple your fundraising efforts. Contact your HR Department for more information. Ask each donor if their company matches charitable donations.

Spaghetti Dinner or Potluck

Host a spaghetti dinner or potluck in conjunction with your school, work, and faith-based or neighborhood organization. Don't forget to put out a donation jar for those who stop by and don't purchase anything.

Go Greek

Contact your local sorority/fraternity chapter and tell them that you are an alum (we're assuming you'll have to prove this with some sort of secret handshake). Ask them if they would do one of their philanthropy/charity events for your cause. Or just ask them for help doing volunteer work for your event (have them bake cookies for your bake sale, for example.)

Concession Stand Take-Over

Many sports venues and high school stadiums allow groups to work the concession stand to raise funds for charity. Look into the arenas near you. Or, if your child's little league does not have a concession stand, ask if you can sell water and treats!

Restaurant Night

If you have contacts at a local restaurant or bar, or even if you are just a frequent customer, see if they would let you plan an event. Maybe they donate a certain percentage of their sales, maybe their tips, or you could organize a celebrity bartending night.

Use your passion!

Host a clothing or book swap. Baby sit. Pet sit. Proofread and edit resumes. Make cakes or cupcakes. Anything goes and can be turned into a powerful fundraiser!

Set a fundraising goal and then create a plan to help get you there. Here is one example:

- Raise \$250** Ask 4 relatives for \$25 \$100
- Ask 5 friends for \$10 each \$50
- Ask 3 co-workers or neighbors for \$10 each \$30
- Sponsor yourself! \$25

Good Luck and Have Fun!



Lowell Transitional Living Center

A MULTI-SERVICE AGENCY

P.S.

***Don't forget to tell everyone there
will be **ICE CREAM** afterwards!***