



*Fundraising  
Guide*



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# Getting Started

## Step 1

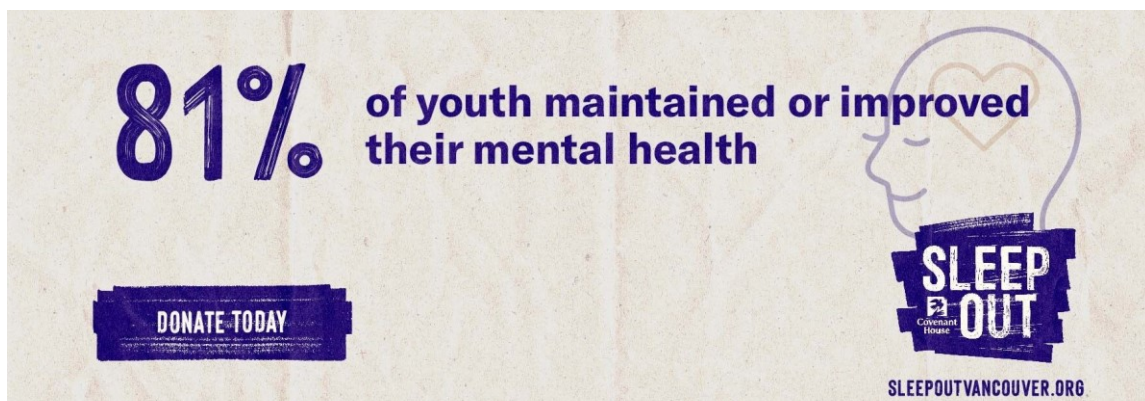
[Login to your Participant Centre](#) to personalize your fundraising page.

## Step 2

Make an action plan. Prepare a timeline for how you will meet your goal.

## Step 3

Start fundraising. Reach out to your networks and ask for their support!



## How to Reach Your Goal

- ✓ **Tell your close friends, family, and colleagues.** Send emails, texts, hop on a phone call, or ask for donations in-person.
- ✓ **Share your story with your extended online network.** Use social media to spread the word about Sleep Out and direct them to your fundraising page.
- ✓ **Connect with local businesses that you visit regularly.** Invite them to make a monetary donation or donate an item/product towards a fundraising raffle/auction.



## Tips for Social Media

### Share updates about your progress

Let your network know how far you've come in your fundraising, or how close you are to reaching your goal.

### Give a virtual 'shout-out' to your donors

Thank your supporters in social media posts. Make sure to tag them so that their friends can see, as this often inspire others to give as well!

### Use images and videos to grab attention

Get creative with a piece of cardboard, film a short video appeal, or share a selfie that represents what Sleep Out is to you, along with a call for support.

### Highlight stories and statistics

Your supporters love to hear what cause they're supporting and who they're helping. Use stories and statistics to help them understand the impact of their

### Always include your fundraising page URL

Whether you post on social media or prefer to send emails, make it as easy as possible for someone to donate by including a link to your fundraising page.

# #CHSLEEPOUT

# Add Sleep Out to your online presence

- **E-Signatures**  
Add an image to your email signature and use the hyperlink function to send recipients directly to your fundraising page.
- **Facebook cover photos and profile pictures**  
Update your profile to include a Sleep Out image and link your fundraising page in the image descriptions.
- **Status updates, posts, stories (Instagram, Facebook, LinkedIn, Twitter)**  
Share images from our [Social Media Guide](#) on your social media channels.



# Access the Sleep Out image library

Visit [www.sleepoutvancouver.org/champions](http://www.sleepoutvancouver.org/champions), find “Resources” in the navigation bar, and select **Social Media Guide** from the drop-down menu.

Click on any image you like and save it to your device, or copy and paste them as needed.

# Lost for words?



Check out the examples below for inspiration when asking for support on social media.

**Personal stories can be effective and inspiring.** Share your story in a status or quick video. Help your audience connect with your reason for Sleeping Out.

*Example: “Every day, I feel fortunate that I have <blank>. In an effort to give back, I’m raising funds and awareness for youth experiencing homelessness. On Feb 29, I’m giving up my bed for one night to show these young people that their community cares. Please donate to my Sleep Out campaign to help fund vital mental health programming for youth at Covenant House Vancouver. <Link your fundraising page>”*

**Photos are powerful storytelling tools.** Think about the types of photos you already take and your circle will notice –get creative with their relevance to Sleep Out!

*Example: “I’m so grateful I get to enjoy delicious meals like this one <photo>. On Feb 29, I’m Sleeping Out to ensure young people receive food, a warm bed, and loving support at Covenant House Vancouver. **\$34.75** provides 5 nourishing meals for young people experiencing food scarcity. <Link your fundraising page>”*

**Set a fundraising goal for the week and share it with your network.**

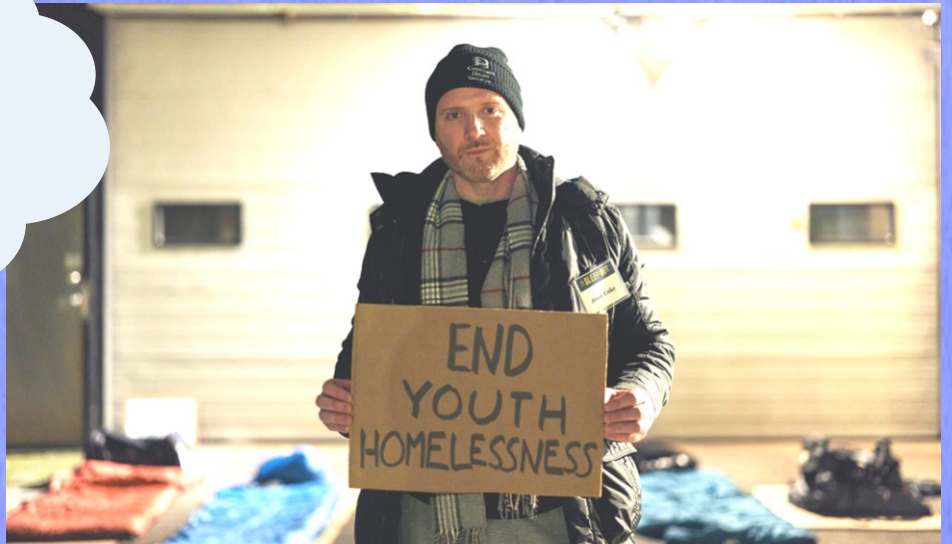
*Example: “I am **\$500** away from my Sleep Out fundraising goal for this week. If **10** of my friends donate **\$50** each, I’ll reach my goal! Please join me in supporting homeless and at-risk youth by making a donation towards mental health programming at Covenant House Vancouver – any amount makes a huge difference! <Link your fundraising page>”*

**Share posts from Covenant House Vancouver’s online channels.** Use our [Facebook](#) or [Instagram](#) posts, or stories from our [blog](#) with a few thoughts of your own.

*Example: “This story demonstrates the incredible work Covenant House Vancouver is doing to support youth on their mental health journey. Please join me in helping vulnerable young people by making a donation to my Sleep Out fundraising page. <Link your fundraising page>”*

# Emails and Direct Messages

Add a powerful image or a photo of yourself to engage your audience!



Use the below email message to send directly to your networks:

"I need your support! <[Link your fundraising page](#)>

I have accepted the challenge to Sleep Out on February 29 for Covenant House Vancouver. It will be cold, hard and uncomfortable, but I know that by giving up my bed for one night, I can bring warmth and hope to youth who need it most.

Every day, more than 120 young people experiencing homelessness find love and support at Covenant House Vancouver. Often, they have left abusive and unsafe situations, and need a space that is psychologically, emotionally, and physically safe in order for them to feel like they belong.

Covenant House meets their immediate needs by providing hot meals, a safe place to stay, and support to help them further their education, find a job and permanent housing, and develop essential life skills. In essence, Covenant House helps guide these young people towards a brighter future.

By participating in Sleep Out: Champions Edition, I am doing my small part to make sure the doors stay open for all who need them. Please help fund vital mental health programming for youth at Covenant House Vancouver by making a donation to my page."



# Impact of Donations

**\$7.50**

enables a youth worker to take a young person out for coffee and a snack, helping to build a trusting relationship.

**\$34.75**

provides five nourishing meals for young people experiencing food scarcity.

**\$60**

provides one weighted blanket to support youth with their sensory needs.

**\$100**

provides eight youth transitioning to independent living with essential start-up kits including bedding, cleaning, and cooking supplies.

**\$105**

provides a monthly bus pass to help young people at Covenant House Vancouver get to work, school, and appointments.

**\$208**

brings the healing power of art to youth by providing supplies for the Art Therapy program for one month.





# Fundraising Ideas



## Events

- **Challenge your friends to a 'donate-and-do' activity.**

Whether it's 20x push ups plus a \$20 donation or a 1,000 step challenge plus a \$100 donation, inspire your network to get involved and raise funds at the same time.

- **Host a trivia, bingo or games night.**

Host an event in-person or online via Zoom, with a minimum buy-in donation. Don't forget to invite all your friends!

- **Hold a raffle or auction.**

Ask local artists or businesses to donate items for a silent auction, or raffle off your parking spot for a week.

- **Host a bake sale.**

Bake and decorate some delicious treats (or buy in bulk from the grocery store!) and sell them at your workplace or in your neighbourhood.

- **Host a garage sale.**

Get together all those items that have been gathering dust at home. Create posters about the garage sale to generate awareness of Sleep Out beyond your personal circle.

## Support from your workplace

- **Ask your employer to match the funds you raise, dollar for dollar.** Having a matching gift allows donors to double their impact for youth at Covenant House.
- **Get the whole office involved in supporting your cause.** Pitch a "Casual Day" or "Denim Day", and email participants a link to your personal fundraising page.



Thank you for joining the  
Sleep Out Movement to end  
youth homelessness.



## Questions?

If you have any questions, please contact the Sleep Out Team at Covenant House Vancouver: [sleepout@covenanthousebc.org](mailto:sleepout@covenanthousebc.org)

Just as you are supporting us, we are here to support you!

**Kim Wing**

Manager, Special Events

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