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Sandra & Russ
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Maureen & Johnny
HEALTH
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Granddad
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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, phone calls, or ask for donations in-person.
- ✓ **Share your story with your extended online network.** Use social media to tell your connections 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 for a fundraising raffle/auction.



Tips for Social Media

Share updates about your progress

Tell your networks how far you've come in fundraising, or how close you are to reaching your goal.

Virtually 'shout-out' to your donors for supporting you

Thank your supporters in social media posts. Tag them so they, and their friends, see it as this often inspires others to give as well.

Use images and videos to grab attention

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

Share stories and statistics

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

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 to you by linking them 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 link 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 Content](#) on your social media channels.



Access the Sleep Out image library

Visit www.sleepoutvancouver.org/executives, find “Resources” in the navigation bar, and select **Social Media Guide** from the drop-down menu.

Choose a platform that you and your network are most active on. Click on the button to download a .zip folder, each folder has a few options of posts.

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 Nov 16 I’m giving up my bed to show these young people that their community cares and believes they deserve a brighter future. Make a donation to provide the support they need to transition from street life to independence. <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 it’s relevance to Sleep Out.

Example: *“I am so grateful I get to enjoy delicious meals like this one <photo>. On Nov 16, I’m Sleeping Out so young people receive food, a warm bed, and loving support at Covenant House Vancouver. **\$521.25** provides a nourishing meal for all 60 youth experiencing food scarcity at Covenant House Vancouver. <Link your fundraising page>”*

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

Example: *“I am \$2000 away from reaching my Sleep Out fundraising goal for this week. If 10 of my friends donate **\$200** each, I’ll have successfully reached it! Please join me in ending youth homelessness by making a donation to help the young people at Covenant House Vancouver — any amount will help! <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 shows the great work Covenant House Vancouver is doing and why I am supporting them by Sleeping Out. Please join me in helping vulnerable young people by making a donation to my 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 help! <[Link your fundraising page](#)>

I have accepted the challenge to Sleep Out on November 16 with Covenant House Vancouver. The ground will be cold, hard and uncomfortable, but for one night, I can give up the comforts of my bed, knowing that by doing so, I can bring warmth and hope to young people who need it most.

Countless young people spend each night on Vancouver’s streets. Often these young people have fled unsafe situations and abuse only to find themselves scared, hungry, and facing the dangers of street life, alone.

Covenant House meets the immediate needs of young people experiencing homelessness, providing hot meals, safe, warm accommodation and support to help them further their education, find a job and permanent housing, and develop the skills they need to live a healthy, independent life. In essence, Covenant House helps these kids step into a brighter future.

By participating in Sleep Out, I am doing my small part to make sure the doors stay open for all who need them. Please help me help youth by making a donation in support of my efforts.”



Impact of Donations

\$100

Provides 8 youth transitioning to independent living with essential start-up kits including bedding, cleaning, and cooking supplies

\$208

can bring the healing power of art to youth by providing art supplies for a month of healing and self-expression for young people in need.

\$325

provides a warm bed and 24 hours of wraparound care in the Crisis Program, including a safe place to sleep, mental health, recreation, and education supports.

\$417

Provides a nutritious dinner for all 60 youth in our Crisis Program

\$975

Provides 3 youth with 24 hours or wraparound services in our Crises Program



Fundraising Ideas



Events

- **Challenge your friends to do 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, find a way to inspire your networks to get involved and donate at the same time.

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

Get creative with an in-person or online on Zoom, with a minimum buy-in donation and invite your friends to join.

- **Hold a raffle or auction.**

Look to local artists or businesses for donated items to raise funds, or raffle off your parking spot for a week.

- **Host a bake sale.**

Get cooking with some treats or buy some in bulk from the grocery store and sell them at your workplace or in your neighbourhood.

- **Host a garage sale.**

Compile items that have been gathering dust at home. Create posters with information about the garage sale raising funds for Sleep Out and generate awareness beyond your personal circle.

Support from your workplace

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



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



Questions?

If you have any questions, please contact the Sleep Out Team.

Just as you are supporting Covenant House Vancouver, we are here to support you!

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