



Social Media Fundraising Guide



COVENANT HOUSE
Sleep Out
To Support Homeless Youth

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Social Media Tips



- **Share updates about your progress** and other stories that are relevant to your fundraising campaign. People love hearing about your progress.
- Use social media for timely shout-outs to your donors to **thank them for supporting you** (tag them so they and their friends see it). This technique often inspires others to give after they see a recognizable name or want their own shout-out.
- People love hearing about a large gift that moved your campaign forward. Maybe an old high school friend was touched by your appeal, or a group of kids raised money on your behalf. **Share these stories.**
- **Use images to grab attention.** Handwrite your appeal on a piece of cardboard and take a 'selfie' or include an image that represents the Sleep Out to you. Short video appeals work too.
- **Always include the link to your fundraising page** in your social media posts. Make it as easy as possible for someone to donate to you.

#CHSleepOut



Social Media Collateral

You can use Sleep Out social media collateral to help you with your fundraising efforts:

- **E-signatures** you can hyperlink directly to your fundraising page
- **Facebook cover photos and profile pictures** —be sure to put a link to your fundraising page in the image description
- **Images for you to post** on all your social media channels



E-Signature Example



Facebook Cover Photo Example



Social Media Photo Post Examples

To get your social media assets:

1. Visit www.sleepoutvancouver.org/oakwyn, click "Resources" at the top right, and select **Social Media Guide** from the drop down list.
2. Select the images you would like and save them to your computer, or copy and paste them directly onto your social media pages.

Social Media Posts

Let your friends know why you're Sleeping Out

- **Personal stories can be effective and inspiring.** Share your story in a status update, or shoot a quick video of you telling your story and post it to your feed. Help your audience connect with your reason for sleeping out.

Example: “Every day, I feel so fortunate that I have... *<fill in the blank>*. In an effort to give back, I am raising funds and awareness for the at-risk and homeless youth at Covenant House Vancouver. On November 16, I will spend the night sleeping on the street to show these youth that their community cares about them and believes they deserve a brighter future. I hope you will make a donation to support my fundraising efforts. Your gift will give homeless youth a warm bed, three meals a day, and the loving support they need to transition from street life to independence. *<Insert link to your personal fundraising page>*”

Get creative with your photos

- Photos are powerful storytelling tools. Think about the kinds of photos you already take, and figure out to use them for a Sleep Out post.

Example: Post of photo that your foodie friends will enjoy and say “I am so grateful to get to enjoy delicious meals like this one. On November 16, I'm sleeping out on the street so homeless youth will have access to food, a warm bed, and loving support. \$10 will provide a homeless youth with three nutritional meals for one day. Please make a donation today! *<Insert link to your personal fundraising page>*”

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

Example: “I am \$500 away from reaching my Sleep Out fundraising goal for this week. If 10 of you donate \$50 each, I'll reach my goal! I hope you will consider making a donation to help the homeless youth at Covenant House Vancouver — any amount will help! *<Insert your fundraising page link>*”

Share posts from Covenant House Vancouver's social media channels

- Feel free to share our blog and Facebook posts 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 through Sleep Out. Please join me in helping homeless youth, and make a donation to my fundraising page. *<Insert your fundraising page link>*”

Say “thank you” to a donor

- Post a quick thank you note on a donor's Facebook wall, or **tag all of your donors** in a Facebook thank you message. Add one of our Sleep Out images to get extra attention!

Emails & Direct Messages



Use photos to engage your audience and tell a personal story!

Email Example:

“Please donate to my Sleep Out effort! *<insert link to your personal fundraising page>*

I have accepted the challenge to Sleep Out with Covenant House Vancouver. It will be uncomfortable. It will be dark. But for one night, I can give up the comforts of home, knowing that by doing so I can bring warmth and hope to young people who need it most. An estimated 700 kids spend each night on the streets in Vancouver. Countless others represent the ‘invisible homeless’ staying with relatives or friends, and dreading the day when there is no one else to take them in. And one night can make a difference.

For homeless young people, there is Covenant House. Since 1997, Covenant House Vancouver has been available to meet the immediate needs of homeless youth, with a hot meal and a safe bed and to help them further their education, get a job, find 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 the 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.”

Did you know...

Peer to peer fundraisers raise significantly more funds when they send emails

Impact of Donations

Share specific information to help your supporters understand their impact.

- \$10** — Provides a youth with three nutritious meals for one day.
- \$50** — Provides drop-in access for one homeless youth to all services in the Drop-In Centre.
- \$70** — Provides three nutritious meals for one youth in the Crisis Program every day for one week.
- \$100** — Allows Outreach Workers to connect with one youth on the street and introduce them to Covenant House programs and services.
- \$250** — Offers one youth 24-hour Crisis Care in the residential Crisis Program for one day.
- \$500** — Provides drop-in access for 10 homeless youth to all services in the Drop-In Centre.
- \$1,000** — Allows Outreach Workers to connect with 10 youth on the street.



Fundraising Ideas

Getting Started:

Step 1 — **set up your fundraising page** and make it personal.

Step 2 — **make a plan** of action on how you will meet your goal.

Step 3 — **start fundraising**. Make your 'asks' to support homeless youth!



- ✓ **Ask friends, family and colleagues for donations.**
Send emails, texts, phone calls, or ask in person.
- ✓ **Hold a raffle or auction.** Look to a local artists or business for donated items to raise funds, or raffle off your parking spot for a week.
- ✓ **Start now!** The earlier you begin fundraising, the easier it will be to hit your goal.

Fundraising Ideas

Events - *create your own fundraiser event*

- **Set up a mini tournament with friends** — whether it's board games or sports, in the park or at a pub, challenge your friends to participate by donation for a fun night.
- **Host a Burger and Beer night**—contact your local pub or restaurant and set up a fundraising evening with raffles, silent auction items, and 50/50 draws.

Office - *get your company involved*

- **Ask your employer to make a matching gift** to help double the impact of your fundraising for at-risk and homeless youth.
- **Get the whole office involved** to support your cause. Pitch a “Casual Day” or “Denim Day” and collect donations from participants.
- **Pancakes! Sundae Bar! Bake Sale!** Host a sweet celebration by donation. \$10 will provide a youth with three nutritious meals for one day.





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



Questions?

If you have any questions, please don't hesitate to contact Kim Wing. Just as you are supporting Covenant House Vancouver, we are here to support you!

Kim Wing

Development Officer, Special Events

Direct: 604-639-8916 | Office: 604-638-GIFT

Email: sleepout@covenanthousebc.org

Covenant House Vancouver

575 Drake Street, Vancouver, BC V6B 4K8

www.sleepoutvancouver.org