

JOIN THE NIGHT MINISTRY ON
HOPE FOR HOMES DAY

*and aspire with us to a
Chicago where everyone
has a place to call home!*



JULY 18, 2024



SUPPORTER TOOLKIT

Hope for Homes Day, Thursday, July 18, is a statewide day of giving powered by impactful nonprofits like The Night Ministry dedicated to ending homelessness. It's a call to action to provide our unhoused neighbors with access to stable homes and social services that transform lives.


On the inaugural Hope for Homes Day, The Night Ministry is asking friends like you to help us raise **\$30,000** to support our mission to provide human connection, housing support, and health care to our neighbors who are unhoused or experiencing poverty.

This toolkit contains everything you need to participate in the first Hope for Homes Day. Together, let's aspire to a Chicago where everyone has a permanent place to call home!

For assistance, reach out to Burke Patten, Communications Manager, at burke@thenightministry.org or 773-506-6025.

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TIP: We've placed links throughout the document to take you directly to specific content. Look for the  when you hover your cursor the headers.



HOW YOU CAN HELP ON HOPE FOR HOMES DAY

+ PEER-TO-PEER FUNDRAISING

An essential part of Hope for Homes Day is Peer-To-Peer (P2P) Fundraising. As a P2P fundraiser, you'll create your own giving campaign linked to The Night Ministry's Hope for Homes Day page and share it with your networks. We'll walk you through the process in this guide.

+ AMPLIFY OUR MESSAGE

If you cannot participate as a fundraiser, you can still help us reach our \$30,000 goal by promoting The Night Ministry's Hope for Homes Day campaign on social media or other channels. We have some suggestions on the following pages.

+ DONATE ON JULY 18

By making a financial contribution, you provide critical funding for The Night Ministry's impactful services and help transform the lives of our unhoused neighbors. Every donation moves us closer to ending homelessness. Visit www.hopeforhomeday.org/organizations/thenightministry to make a donation.

PEER-TO-PEER FUNDRAISING

There are three steps to a successful Hope for Homes Day fundraiser:



1. Setting Up Your Peer-to-Peer Campaign: Pages 2 to 3
2. Spreading the Word: Pages 4 to 6
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1. Setting Up Your Peer-to-Peer Campaign

Hope for Homes Day is Thursday, July 18, but you can create your campaign now and start sharing with your networks (the platform will start taking donations on Thursday, July 11).

To start your P2P fundraiser, visit The Night Ministry's Hope for Homes page at www.hopeforhomeday.org/organizations/thenightministry and click on the Advocate Button. Fill in the fields in the pop-up box and click submit.

- NOTE: Your campaign's name will be automatically populated with your first and last name to read "YOUR NAME is an ambassador for The Night Ministry"
- If you would like to have an alternative name for your campaign (e.g., The Associate Board, The Smith Family), enter that in the optional campaign name field.

You'll get an email from GiveGab (the secure website processing donations for Hope for Homes) with a link to your personal fundraising portal. You can also sign into your portal at www.givegab.com/users/sign_in.

From your portal, click the **Dashboard** Button. Now it's time to personalize your fundraising page through the **TELL YOUR STORY SECTION** of your dashboard.

1. Set a **Goal** for your fundraiser (aim high!)
2. **Your Story Image/Video Link:** Upload a photo or insert a YouTube or Vimeo link. You can upload your own or use one of ours (links below).

GRAPHICS & VIDEO CONTENT FOR YOUR STORY

- * [The Night Ministry's story image](#)
- * **The Night Ministry: Chicago's Guiding Light** <https://vimeo.com/971002041>
- * **Alexis's Story** <https://vimeo.com/981981955>
- * **Jackie's Story** <https://vimeo.com/981991999>

3. **Your Story:** Share why you're raising money for The Night Ministry. Let folks know about your connection to our mission and about our impact on the community. Here is a sample but feel free to use whatever language feels persuasive to you!

Did you know that more than 68,000 Chicagoans have no permanent place to call home? To put that number in context, that is more people than can fit in Soldier Field. You have the power to make a difference in the lives of our vulnerable neighbors by joining me in supporting The Night Ministry on Hope for Homes Day on July 18.

For nearly half a century, The Night Ministry has been helping our neighbors who are unhoused or experiencing poverty stay alive and thrive. As **an/a [e.g. employee/supporter/Board Member/Associate Board Member/volunteer]**, I am thrilled to be by raising funds for their critical work in the community.

With homelessness rising in Chicago, the organization's mission to provide human connection, housing support, and health care has never been more crucial. Please donate today.

NOTE: When you are done with the Tell Your Story section, be sure to click the Save Changes Button!

MAKE A DONATION SECTION

Set the example by making the first contribution to your fundraising campaign (donations will be accepted beginning Thursday, July 11).

Congratulations! You've created your Hope for Homes Day P2P Fundraising for The Night Ministry!





2. Spreading the Word

It's time to let your family, friends, colleagues, and associates know about your P2P campaign. Think about the channel(s) you would like to use. Email? Social media? Then start spreading the word. ***You can start accepting donations as early as July 11.***



EMAIL

I'M USING SOCIAL MEDIA

Email your networks as soon as you have created your campaign and then again on Hope for Homes Day on July 18. You can send emails through the **REACH OUT SECTION** of your campaign dashboard (NOTE: this function only allows you to send one email at a time). You can also send emails from your own email account (e.g., Gmail, Yahoo, Outlook).

Here are some sample emails for when you launch your campaign and to send on for Hopes for Homes Day itself.

BEFORE HOPE FOR HOMES DAY

Subject: Let's End Homelessness Together!

Dear Name,

Did you know that more than 68,000 Chicagoans have no permanent place to call home? You have the power to make a difference in their lives by joining me in supporting The Night Ministry on Hope for Homes Day on July 18.

For nearly half a century, The Night Ministry has been helping our neighbors who are unhoused or experiencing poverty stay alive and improve their lives. That's why as **an/a [e.g. employee/supporter/Board Member/Associate Board Member/volunteer]**, I am raising funds for this amazing organization on Hope for Homes Day, a day of giving powered by nonprofits committed to ending homelessness.

With homelessness rising in Chicago, The Night Ministry's mission to provide human connection, housing support, and health care has never been more crucial. Last year, The Night Ministry helped more than 5,000 vulnerable young people and adults meet their immediate needs while supporting them on their journeys to greater stability.

Aspire with me to a Chicago where everyone has a place to call home! Visit **[insert your campaign link]** to learn more and donate to help me reach my **#[insert your fundraising goal]** goal.

Gratefully,

Your Name

Sidebar: Where Is My Campaign Link?

From your portal, click the **View** Button. Your campaign page will open, and you can copy the URL from your browser. It will look something like this: <https://www.hopeforhomeday.org/p2p/382689/burke4tnm>

If you'd like to shorten your URL, you can use a URL shortener like tinyurl.com/. An example of a shortened URL is <https://tinyurl.com/burke4tnm>

ON HOPE FOR HOMES DAY

Subject: Hope for Homes Day Is Here!

Dear Name,

Today is the day for our community to stand up and commit to ending homelessness!

On Hope for Homes Day, I am doing my part by raising funds for The Night Ministry. This amazing organization helps our unhoused neighbors meet their immediate survival needs while supporting them on their journeys to greater stability. Last year, The Night Ministry served more than 5,100 individuals by providing shelter and housing support, free health care, food, clothing, and other essential resources.

As an/a [e.g. employee/supporter/Board Member/Associate Board Member/volunteer], I know that The Night Ministry has a powerful impact on our community. Join me in aspiring to a Chicago where everyone has a place to call home by donating today at [insert your campaign link]. I need your help to reach my \$[insert your fundraising goal] goal.

If you have already donated, thank you! I hope you will consider sharing my campaign on social media and letting your networks know about The Night Ministry on Hope for Homes Day!

Gratefully,

Your Name

These sample emails are just a starting point. Feel free to add your own personal story and share more about your passion for The Night Ministry when you reach out to your networks.



SOCIAL MEDIA

Post on social media as soon as you have created your campaign, on Hope for Homes Day, and in between! You can share your campaign on X and Facebook through the **SHARE SOCIALLY SECTION** of your dashboard. Outside the Hope for Homes dashboard, you can also post your campaign on Facebook, Instagram, LinkedIn, X, and other platforms. Please tag us on the following:



JACKIE

Facebook and Instagram: @thenightministry
Linkedin: @the-night-ministry
X: @nightministry



ALEXIS

Below are sample posts. Feel free to get creative and share about your connection to The Night Ministry. We have also created content for you to share on social media, including videos and graphics that tell the stories of **Jackie, Alexis, and Yolanda**, clients The Night Ministry assisted in finding housing. [You can download the content here.](#)



YOLANDA*

BEFORE HOPE FOR HOMES DAY

Join me in aspiring to a Chicago where everyone has a permanent place to call home! I am raising funds to support @TheNightMinistry on #HopeforHomesDay, July 18. Visit [\[insert your fundraising page link\]](#) and let's work together to #EndHomelessness. #TNMHopeforHomes

Let's work together to #EndHomelessness! On the inaugural #HopeforHomesDay, I am raising funds to support @TheNightMinistry's critical work serving our unhoused neighbors. Visit [\[insert your fundraising page link\]](#) and help me raise \$[\[insert your fundraising goal\]](#). #TNMHopeforHomes #EndHomelessness

ON HOPE FOR HOMES DAY

[\[Alexis/Jackie/Yolanda\]](#) found a place to call home with the help of @TheNightMinistry. Let's help even more of our unhoused neighbors find housing. Donate to my #HopesforHomesDay campaign at [\[insert your fundraising page link\]](#). #TNMHopeforHomes

I am passionate about @TheNightMinistry because they help people like [\[Alexis/Jackie/Yolanda\]](#) move from homelessness to housing. The Chicago nonprofit helps thousands of our unhoused neighbors stay alive and thrive each year. Join me in supporting their critical work by donating to my #HopeforHomesDay campaign at [\[insert your fundraising page link\]](#). #TNMHopeforHomes #EndHomelessness

NOTE: Instagram does not allow clickable URLs links in posts. If you are posting on Instagram, [put your campaign URL in your profile](#) and let your followers know they can find the donate link there. For example, "Help me reach my \$1,000 goal by donating at the link in my profile." [Or you can post to Instagram Stories](#) with a clickable link to your campaign page.

* Yolanda, featured in WTTW's Firsthand: Homeless. Photo by Lloyd DeGrane for WTTW.

3. Thanking Your Donors

You've run a successful Hope for Homes P2P Fundraising Campaign for The Night Ministry. Now it's time to express your gratitude to the folks who donated to your campaign! Below are sample messages.



EMAIL

Subject: Thank you!

Dear Name,

Thank you so much for all of your support during Hope for Homes Day. With your help, we raised \$**[insert amount you raised]** for The Night Ministry!

Your donation will help The Night Ministry provide essential services to our unhoused neighbors. Together, we making progress on building a Chicago where everyone has a place to call home. If you'd like to learn more about the impact of your gift, visit www.thenightministry.org.

Gratefully,

Your Name

SOCIAL MEDIA

[DOWNLOAD THANK YOU GRAPHICS](#)

Thank you to everyone who supported my campaign for @NightMinistry on #HopeforHomesDay! Because of you, we raised \$**[insert the amount you raised]**. Together, we are making progress on building a Chicago where everyone has a place to call home. #TNMHopeforHomes #EndHomelessness #gratitude



Congratulations!

You've successfully completed your Hope for Homes P2P fundraiser for The Night Ministry.

Thank you for your support!



AMPLIFY OUR MESSAGE

Sharing our Hope for Homes Day campaign on social media will help extend the reach of the campaign and make a bigger impact. Please tag us on the following when you post.



ALEXIS

Facebook and Instagram: @thenightministry
Linkedin: @the-night-ministry
X: @nightministry



JACKIE



YOLANDA*

Below are sample posts for you. Feel free to get creative and share about your connection to The Night Ministry. We have also created content for you to share on social media, including videos and graphics that tell the stories of

Alexis, Jackie, and Yolanda, clients The Night Ministry assisted in finding housing. [You can download the content here.](#)

You can also help amplify our message by sharing The Night Ministry's social media posts on Hope for Homes Day, Make sure you are following us on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#) and search for the hashtag #TNMHopeforHomes.

[Alexis/Jackie/Yolanda] found a place to call home with the help of @TheNightMinistry. The Chicago nonprofit touches the lives of thousands of people each year. Join me in helping even more of our unhoused neighbors improve their housing by making a #HopeforHomes Day donation at <https://www.hopeforhomeday.org/organizations/thenightministry>. #TNMHopeforHomes #EndHomelessness

I am passionate about @TheNightMinistry because they help people like [Alexis/Jackie/Yolanda] move from homelessness to housing. On #HopeforHomesDay, you can help #EndHomelessness by donating at <https://www.hopeforhomeday.org/organizations/thenightministry>. #TNMHopeforHomes

On #HopeforHomesDay, I join @TheNightMinistry in aspiring to a Chicago where everyone has a place to call home. This amazing nonprofit provides lifesaving and life-changing resources to our unhoused neighbors. Visit <https://www.hopeforhomeday.org/organizations/thenightministry> to support their vital work in our community! #TNMHopeforHomes

Let's work together to #EndHomelessness! You have the power to make a difference by joining me in supporting @TheNightMinistry on #HopeforHomesDay. Donate at <https://www.hopeforhomeday.org/organizations/thenightministry>. #TNMHopeforHomes #TNMHopeforHomes #EndHomelessness

Questions or need help? Contact Burke at burke@thenightministry.org or 773-506-6025.