



7-day Giving Campaign & Online Auction

Peer-to-Peer Toolkit

Mission: The mission of Abby's House is to provide shelter and affordable housing, as well as advocacy and support services, to homeless, battered, and low-income women, with or without children.

Tell your story

Your words are the first thing people will read when you share any Abby's House communications with family and friends, so your goal is to make it as impactful as possible. It's important to communicate how our organization's mission has impacted your life in a meaningful way and why you've decided to support this campaign. And don't hesitate to pull at their heartstrings; people are more likely to give/get involved if there's an emotional connection.

What's the best way to share?

Sharing information about the 7-day virtual giving campaign and online auction via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is a great way to start.

**Tip:*

Get personal and select a handful of your closest family and friends to reach out to and share details of the giving campaign and silent auction. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the women and children we serve. Our goal is to reach 3 or more people that would be moved to participate and/or learn more.

How often should I communicate with my network?

There are five absolute times you should communicate with your network during any campaign: 1.

Campaign launch – Thursday, May 7th or Now

2. Midway goal – Monday, May 11th

3. Final push and final day – Thursday, May 14th

4. Thank you

During the final push phase of the campaign, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

52 High Street, Worcester, MA 01609 • Phone 508-756-5486 • Fax 508-798-3299

www.abbyshouse.org

Ways to help and participate:

You can share the auction link www.32auctions.com/AbbysHouse2020 as well as the online **donation page link** www.abbyshouse.org/spring-tacular. If your friends/family prefer to send in a check, have them write on the memo line “7-day giving campaign” mail it to:

Abby’s House ATTN: Accounting 52 High Street Worcester, MA 01609

You can also provide them with Director of Development, Kelly Whalen’s contact information: kelly@abbyshouse.org | 508-756-5486 x214.

Here are some sample communications you can use:

When forwarding an Abby’s House Email Subject Line:

Let’s help homeless and low-income women and children in our community!

Body:

Hi, [Name]! I hope this finds you and your family/loved ones doing well and staying safe. I wanted to share that I’m part of a planning committee for a 7-day giving campaign and online auction that’ll benefit the women and children of Abby’s House, and I could really use your help! Abby’s House is a local area nonprofit whose mission is to provide shelter and affordable housing, as well as advocacy and support services, to homeless, battered, and low-income women, with and without children. This organization is finding that the need for their services is only growing amid the current Coronavirus pandemic. Many of the women they serve have lost their jobs due to businesses shutting down and are worried about what the future holds – if they’ll be able to pay their rent, afford groceries, or access services they need. I’m committed to helping Abby’s House raise \$50,000 which will support the critical needs of women and children and provide them with a safe, supportive home where they can rebuild and reclaim their lives. The George I. Alden Trust has also committed to match all donations dollar for dollar, up to \$25,000 throughout the month of May so every donation, large or small, will have double the impact and move Abby’s House closer to their fundraising goal.

If you’d like to join me in making an impact, please visit www.abbyshouse.org/spring-tacular and make a donation today or bid on an auction item by visiting www.32auctions.com/AbbysHouse2020 for the online auction.! You can also join me in making an even larger impact by forwarding this message with your family and friends.

Thanks so much for your support!

Social Posts:

Hi friends! I’m committed to help @abbyshouse1976 raise \$50,000 in order to support the critical needs of the women and children they serve. Will you join me? You can help by sharing this with your friends and family, by visiting www.abbyshouse.org/spring-tacular and making a gift, or bidding on an auction item at www.32auctions.com/AbbysHouse2020. All donations are currently being matched dollar for dollar by The

George I. Alden Trust, so your gift will have double the impact in the lives of vulnerable women and children. #APlaceToCallHome

When forwarding an Abby's House Email (Midway point)

Subject Line:

There's still time to help women and children in-need!

Body:

Hi [Name]. I wanted to reach out to let you know that Abby's House has raised \$xxxxx to support the critical needs of the women and children they serve. All the money raised will help Abby's House provide rental assistance, meals, and access to medical appointments through increased technology for those in need. Can you help move the needle forward and bring them closer to their goal of raising \$50,000? All donations are currently being matched through the month of May by The George I. Alden Trust, up to \$25,000! You can do this by making a donation at www.abbyshouse.org/spring-tacular, or by bidding on an auction item at www.32auctions.com/AbbysHouse2020. You can also help spread the word to your family and friends.

Thank you!

Social Post:

@abbyshouse1976 has raised \$XX in order to support the critical needs of homeless and low-income women and children, but they need your help! Please consider making a gift at www.abbyshouse.org/spring-tacular or by bidding on an auction item at www.32auctions.com/AbbysHouse2020. Every dollar will help continue to provide women and children in need with #APlaceToCallHome and is currently being matched by The George I. Alden Trust, up to \$25,000.

Thank-You Email: Subject Line:

We did it! Thank you!

Body:

Hi [Name]. I wanted to let you know that with your help and support, Abby's House was able to raise [\$XX] to support the women and children they serve! I can't thank you enough. Abby's House will now be able to continue to provide a safe place for women and children to call home during these difficult times.

I'm happy we were able to make a difference together!

Social Post:

We did it! Thank you all who helped @abbyshouse1976 raise \$XX. This money will go a long way in continuing to help homeless and low-income women and children have #APlaceToCallHome during these unprecedented times. I'm thrilled we were able to make a difference together!