



## Abby's House Virtual 5K Run/Walk Participant 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 event. 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 this year's virtual run/walk via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is a great way to start! Make sure to tag @abbyshouse1976 in your social posts and use hashtags #AbbysHouse5K #FiveToHelpHerThrive.

If you don't have social media, please email us at [events@abbyshouse.org](mailto:events@abbyshouse.org) and share why you're participating in the race, why you support Abby's House, and any photos you may have from previous races. We'll then share them with our community to help inspire others to join in the fun!

### *\*Tip:*

Get personal and select a handful of your closest family and friends to reach out to and share details of the event. 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.

### **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
2. Midway goal
3. Final push

4. Campaign end or goal reached
5. 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!

You can share the registration link [abbyshouse.racewire.com](http://abbyshouse.racewire.com) as well as the link on our website to learn more about the event [abbyshouse.org/virtual5k](http://abbyshouse.org/virtual5k). You can also create your own fundraising page on Racewire, share why you support Abby's House, set a fundraising goal, and share it with your family and friends! To set up your fundraising page, [click here](#). If your friends/family would like to make a donation and prefer to send in a check, have them write on the memo line "Abby's House 5K" 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](mailto:kelly@abbyshouse.org) | 508-756-5486 x214

Here are some sample communications you can use:

### **When forwarding an Abby's House Email**

#### **Subject Line:**

Join me in supporting homeless and low-income women and children!

#### **Body:**

Hi, [Name]! I hope this finds you and your family/loved ones doing well and staying safe. I wanted to share an opportunity to support the women and children who call Abby's House home. Abby's House is a local nonprofit organization whose mission 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. Due to the current health crisis, the annual Abby's House 5K Run/Walk has gone virtual. Each year this event raises thousands of dollars that support the shelter, housing, and advocacy services provided to women, with or without children, who are facing homelessness, escaping from abuse, or having a hard time finding safe, affordable housing.

As you can imagine, Abby's House has found that the need for their services has only continued to grow during these challenging times. Many of the women they serve have lost 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 reach their fundraising goal of **\$45,000** because no one should ever have to experience homelessness.

If you'd like to join me in making an impact, you can register for the run/walk at [abbyshouse.racewire.com](http://abbyshouse.racewire.com) (and join team [insert your team name here]) or donate to my

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**[www.abbyshouse.org](http://www.abbyshouse.org)**

fundraising page (link to your fundraising page). To learn more about Abby's House and this year's virtual 5K you can visit [abbyshouse.org/virtual5k](http://abbyshouse.org/virtual5k). 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 participating in this year's Abby's House virtual 5K run/walk because no one should ever have to face homelessness. @abbyshouse1976 has set a goal to raise \$45,000 to support their shelter, housing, and advocacy programs for homeless, battered, or low-income women, with or without children. This year's race can be completed any time between Oct 1 – 17, anywhere you like! You can register for the virtual race and join my team [insert team name here] by visiting [abbyshouse.racewire.com](http://abbyshouse.racewire.com) or you can make a donation to my fundraising page here [insert your fundraising link here]. Together we can help end homelessness! #AbbyHouse5K #FiveToHelpHerThrive

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

**Subject Line:**

Join Me In Walking/Running Five To Help Her Thrive!

**Body:**

Hi [Name]. I wanted to reach out to let you know there's still time to join me in participating in this year's Abby's House Virtual 5K Run/Walk, which will take place any time between October 1 - 17. All proceeds raised through registration, fundraising efforts, raffle sales and more helps support the shelter, housing and advocacy services provided to women and children who are homeless, battered, or low-income.

Last year alone, 95 women and 11 children resided in the supportive, affordable housing units at Abby's House while an additional 67 women and 32 children accessed their shelter. This is in addition to the over 500 individuals who accessed their advocacy services! I hope you'll join me in walking or running five to help her thrive so that more women and children have the chance to reclaim and rebuild their lives. You can sign up as an individual, create a team or join my team [insert team name] by registering now at [abbyshouse.racewire.com](http://abbyshouse.racewire.com). If you're unable to participate but would still like to get involved, you can make a donation through my fundraising page at [insert link here] or make a donation to Abby's House by visiting [abbyshouse.org/donate](http://abbyshouse.org/donate).

Thank you!

**Social Post:**

In 2019, @abbyshouse1976 had 95 women and 11 children reside in their units of supportive, affordable housing and an additional 67 women and 32 children accessed their shelter. This is in addition to the over 500 individuals who accessed their advocacy services last year! Join me in walking or running #FiveToHelpHerThrive so that more women and children have the chance to move out of homelessness and rebuild their lives.

**Thank-You Email:**

**Subject Line:**

Thank You For Joining Me - We did it!

**Body:**

Hi [Name]. I wanted to let you know that with your help and support, Abby's House had [xxx] participants for their virtual 5K and was able to raise \$45,000 to support homeless, battered, and low-income women, with or without children. I can't thank you enough for joining me in supporting this great organization! I'm happy we were able to make a difference together!

**Social Post:**

We did it! Thank you all those who joined me in the @abbyshouse1976 Virtual 5K Run/Walk! Our support and participation in this event has helped countless women and children at risk of homelessness have access to safe shelter, affordable, supportive housing, and advocacy services that will help them thrive! #AbbysHouse5K  
#FiveToHelpHerThrive