



8th Annual Spring-Tacular
7-day Celebration & Online Auction
Lighting the Way for Safety, Healing and New Beginnings for 45 Years
Volunteer 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 critical fundraising 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 ways to get involved and make a gift during the 7-day celebration, bidding during the online auction, and participating during this year's virtual event on May 13th via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is a great way to start.

How often should I communicate with my network?

There are five absolute times you should communicate with your network during this year's event:

1. Campaign launch – May 7
2. Midway goal – May 10
3. Final push – May 12
4. Campaign end or goal reached – May 13
5. Thank you and Follow up

During the final days of this year's event, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

You can share the auction link www.32auctions.com/AbbysHouse2021 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 "2021 Spring-Tacular" and mail it to:

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

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

This year **we have an anonymous donor who has committed to match all donations made dollar-for-dollar, up to \$25,000!** That means that all gifts made now through May 13, 2021 will have DOUBLE the impact in the lives of the women and children of Abby's House.

Feel free to provide your family and friends with Director of Development, Kelly Whalen's contact information to have a personal conversation: kelly@abbyshouse.org | 508-756-5486 x214

Here are some sample communications you can use:

When forwarding an Abby's House Email to others

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 an opportunity to support one of my favorite organizations, Abby's House! Abby's House is a local 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. They've been in existence for 45 years and have continually expanded their services to meet the ever-changing needs of the women who come through their doors, but they can't do it without the support of people like you.

I'm passionate about supporting Abby's House because [x, y, and x]. As you can imagine, this organization is finding that the need for their services is only growing amid the ongoing Coronavirus pandemic. Many of the women who live in their supportive housing work in the service or retail industries and have seen a reduction in hours, and have faced increased or unexpected expenses. Through this fundraising event, Abby's House is seeking to raise \$100,000 to support the shelter, housing, and advocacy programs available to help homeless and low-income women move from homelessness to housing security. From now through May 13, 2021, all gifts made towards this year's event will be matched dollar-for-dollar, up to \$25,000 by an anonymous donor. That means that every gift will have DOUBLE the impact in the lives of the women and children of Abby's House

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/AbbysHouse2021. You can also join me in making an even larger impact by forwarding this message to your family and friends.

Thank you for your consideration and support!

Social Posts:

Hi friends! I'm committed to help @abbyshouse1976 raise \$100,000 in order to sustain the shelter, housing, and advocacy programs available to help homeless and low-income women move from homelessness to housing security. Will you join me? You can help by sharing this with your friends and family and by visiting www.abbyshouse.org/spring-tacular and making a gift or bidding on an auction item at <http://www.32auctions.com/AbbysHouse2021>. All gifts made now through May 13,

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www.abbyshouse.org

2021 will be matched dollar-for-dollar by an anonymous matching donor, up to \$25,000!
#LightingTheWay

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 and let you know that Abby's House has raised \$xx,xxx to support the shelter, housing, and advocacy programs available to homeless and low-income women and their children. Did you know that, in addition to a 9-bed, overnight shelter, Abby's House also operates 79 units of supportive housing? They also have Advocacy staff that meet with women 1:1 to help them navigate their journeys out of homelessness to housing security. Will you join me in helping move the needle closer to their \$100,000 fundraising goal? If you make a gift now at www.abbyshouse.org/spring-tacular, your gift will be matched by an anonymous donor! That means a gift of \$25 will become \$50, which can be used to help purchase food for their meal program, towels for women staying at shelter, and so much more. You can also support this year's event by bidding on an auction item at www.32auctions.com/AbbysHouse2021 and help to spread the word to your family and friends.

Thank you!

Social Post:

@abbyshouse1976 has raised \$XXXX in order to support the shelter, housing, and advocacy programs available to homeless and low-income women and their children. Please consider making a gift at www.abbyshouse.org/spring-tacular or by bidding on an auction item at www.32auctions.com/AbbysHouse2021. Every dollar you donate will be matched dollar-for-dollar, up to \$25,000 by an anonymous donor and will continue #LightingTheWay towards safety, healing and new beginnings for women and children at Abby's House.

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 raised [\$XX,XXX] to support the shelter, housing, and advocacy programs available to homeless and low-income women and their children. I'm happy we were able to make a difference together!

Social Post:

We did it! Thank you to all who helped @abbyshouse1976 raise \$XXXX. This money will go a long way in #LightingTheWay towards safety, healing and new beginnings for women and children who are homeless or are considered low-income. Thank you!