



Abby's House #GivingTuesday Challenge 2021 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. Share 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 #GivingTuesday challenge via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is a great way to start! If sharing on social media, make sure to tag @abbyshouse1976 in your social posts and use hashtags #FeedingHope and #GivingTuesday.

How often should I communicate with my network?

There are three absolute times you should communicate with your network during any campaign:

1. Campaign save-the-date
2. Day Of - Campaign launch (Tuesday, November 30, a.m.)
3. Thank you

You can share information about this year's #GivingTuesday campaign at Abby's House by sharing our webpage abbyshouse.org/giving-tuesday. If your friends/family would like to donate and prefer to send in a check, have them write on the memo line "Giving Tuesday – Food Program" and 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

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

Sample Communications

When Sending an Email Before Giving Tuesday

Subject Line:

Join Me in Helping Women Thrive this #GivingTuesday!

Body:

Hi, [Name]! This Giving Tuesday, I am supporting Abby's House. 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. For Giving Tuesday, a global generosity movement on the first Tuesday after Thanksgiving, Abby's House will be raising money to support their Food and Nutrition Program.

Abby's House has provided hot meals and a food pantry since the organization was created in 1976. Over the years, the organization has seen the important impact of providing community meals and pantry staples to the women and children living here. Healthy and nutritious food helps women and their children grow and work towards their goals, and the comfort and camaraderie from joining together with other women for a warm meal helps them truly thrive. Both the community meals and the food pantry help women to focus on fulfilling their dreams and empowering themselves without having to worry about any additional financial burdens like where their next meal will come from.

This year, the Food and Nutrition Program is even more important, as the pandemic caused lost income, increased food prices, and additional worry. I'd love you to join me in leading the charge in support of their Giving Tuesday efforts by making a gift today, ensuring that the women of Abby's House will continue to have access to the nutritious and sustaining food they need to lead self-directed lives filled with dignity and hope. To learn more or to make a gift, visit their website at abbyshouse.org/giving-tuesday.

Thank you for your time and I hope you'll consider joining me in supporting this great cause!

Social Posts Before Giving Tuesday:

This year for #GivingTuesday I'm supporting nutritious, comforting, and sustaining meals for women and children by making a gift to the Abby's House Food & Nutrition Program at @abbyshouse1976. Join me in helping to ensure that the women of Abby's House can continue to focus on their journeys towards healing and recovery, without worrying where their next meal will come from. #FeedingHope

Join me in #FeedingHope for #GivingTuesday! Your donation to the Food & Nutrition Program helps Abby's House advocates support women in becoming self-confident, self-directed, and motivated to pursue their personal goals, without having to worry about their next meal.

When Sending an Email on Day-Of #GivingTuesday:

Subject Line:

Help Women Thrive at Abby's House!

Body:

Hi [Name]. I'm reaching out to ask you to join me in supporting Abby's House as they raise funds for their Food & Nutrition Program for Giving Tuesday!

The Food & Nutrition Program provides women and children with twice weekly communal meals to provide nutritious, comforting food and an opportunity for camaraderie and connections, as well as personalized monthly groceries to help stretch their grocery budgets. Without having to worry where their next meal will come from, women at Abby's House can focus on becoming self-confident, self-directed, and motivated to pursue their personal goals. In the past, this fund has been used to:

- provide 6,500 carry-out meals during the pandemic, and purchase the disposable cutlery and dinnerware needed to keep women safe
- offer smaller, shared community meals with safe distancing due to Covid
- provide communal holiday meals to give women and children a joyful and comforting celebration to help them heal and thrive
- distribute twice monthly personally tailored pantry bags to all guests and residents who participate to stretch their grocery budget
- hire a Food and Nutrition Services manager to craft comforting, nutritious, and varied weekly meals for women and their children, while offering tips and recipes to residents and guests who want to enhance their cooking skills

As you can imagine, this program has been used at a higher rate this year due to the Coronavirus pandemic, and Abby's House could use your help to ensure that women they serve can continue to rely on regular, nutritious meals as they move forward on their journeys towards healing and recovery.

You can make a gift, learn more, and share with your network now by visiting abbyshouse.org/giving-tuesday. Thank you in advance for joining me in supporting this important cause.

Social Post:

Abby's House, @abbyshouse1976 has provided 6,500 carry-out meals during the pandemic, and has increased available food pantry staples for residents. Please join me in supporting their Food & Nutrition Program this #GivingTuesday so that every woman and child at Abby's House can rely on regular nutritious meals to stay healthy and thriving.
#FeedingHope

Thank-You Email:

Subject Line:

Thank You For Joining Me!!

Body:

Hi [Name]. I wanted to let you know that with your help and support, Abby's House was able to raise \$x,xxx for the Food & Nutrition Program. 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:

Thank you to everyone who joined me in supporting @abbyshouse1976 this #GivingTuesday. Our efforts have helped to ensure that every woman and child at Abby's House will have access to regular, nutritious meals they need to thrive. #FeedingHope