



Abby's House #GivingTuesday Supporter Toolkit

Together with the Abby's House community, we seek to raise \$15,000 on Tuesday, November 29 to support Abby's House, and ensure that every woman and child who walks through the door has a future filled with safety, healing, and hope.

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 – Why you are called to support the mission of Abby's House

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 #FundHerFuture 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 Invitation – Starting 11/25/22
2. Day Of - Tuesday, 11/29/22
3. Share Thank Yous following the end of Giving Tuesday - 11/30/22

Invite Your Networks to Make a Gift

Invite your networks to make a gift or learn more at abbyshouse.org/giving-tuesday. If your friends/family prefer to send in a check, have them write on the memo line "Giving Tuesday" and mail it to:

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

You can also provide them with Senior Director of Development & Communications, 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 organization and its mission of funding a future for every woman and child that is safe, healing, and hopeful.

Abby's House has provided individualized services and resources since the organization was created in 1976. Over the years, the organization has seen the important impact of wraparound services to address women's overall health and well-being while living in shelter or housing at Abby's House. From trauma-filled pasts, women and children enter a home that will love without judgement, help break down barriers to adequately access resources, and provide support as they move toward their personalized journeys.

This year, these supportive services across the organization are more important than ever, as the impact of COVID-19 is only exacerbating the trauma of women, who have experienced trauma, poverty, mental illness, substance use, and poor physical health prior to finding Abby's House. The wellness programs and personalized case management that Abby's House offers to all residents and guests help them learn and grow, make new connections, and empower each woman to move forward towards a future filled with continual growth, healing, and new beginnings.

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 welcoming homes and sustaining services 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. Your support helps to #FundHerFuture.

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 wellness programs and personalized case management that Abby's House offers to help women and children learn and grow, make new connections, and empower each woman to move forward towards a future filled with continual growth, healing, and new beginnings. I am helping #FundHerFuture.

Join me on 11/29 as we #FundHerFuture for #GivingTuesday! Your donation to Abby's House helps ensure women can move towards a future filled with safety, healing, hope, and new beginnings.

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 to support women and children.

Abby's House provides women and children with more than just a place to live. They provide individualized and wraparound services to allow women to heal and grow through the traumas that led them to homelessness. Shelter guests and housing residents are healing from histories of trauma, poverty, mental illness, substance use, and poor physical health. The wellness programs and personalized case management that Abby's House offers to all residents and guests help them learn and grow, make new connections, and empower each other to move forward towards a future filled with continual growth, healing, and new beginnings. Your support helps to #FundHerFuture through many services, wellness activities, and more. Your gifts will be used across the organization to support a variety of critical services such as:

- Individualized case management with an advocate who can assist each woman in creating a roadmap to her goal of housing, a new career, finishing school, or other goal
- Weekly wellness events and workshops that provide camaraderie, healing, and learning, such as financial literacy, nutrition and cooking, arts projects, and more
- Twice weekly hot lunches for all residents and guests to enjoy together
- Holiday gatherings and meals throughout the year to provide joy and comfort with the community
- Twice monthly personally tailored groceries from the food pantry for all guests and residents who participate to stretch their grocery budget and eliminate financial barriers to accessing food
- Annette Rafferty Survive to Thrive (ARST) Funds for women and children's needs, such as a deposit on a new apartment, medical expenses, school costs, and more

Abby's House could use your help to ensure that the women and children they serve can move toward a future filled with safety, healing, hope, and new beginnings. 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:

Please join me in supporting @AbbysHouse1976 this #GivingTuesday so that every woman and child at Abby's House can move toward a future filled with safety, healing, hope, and new beginnings. #FundHerFuture

Join me in making a gift today for #GivingTuesday! Your donation to Abby's House helps ensure women can move towards a future filled with safety, healing, hope, and new beginnings.

Thank-You Email After Giving Tuesday:

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. 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 can access personalized services they need to #thrive. #FundHerFuture

More Ways to Give to Abby's House This Giving Tuesday and Beyond

See a list of all the ways you can give to Abby's House at: abbyshouse.org/get-involved/ways-to-give/

- **Matching Gifts:** Check with your Human Resources Department about matching gifts. Your company may offer matching gifts that will allow you to double your impact!
- **Recurring Gifts:** To multiply your impact, choose to have your gift recur on a regular basis and your gift will be automatically charged to your credit or debit card. Just select the checkbox for "Make this donation every _____" and choose your preferred recurring timeframe.
- **Qualified Charitable Distributions:** If you are over the age of 70.5 years old, you may direct your required minimum distribution (RMD) to Abby's House as a charitable donation. To learn more about how to set up a QCD, call Kelly Whalen, at 508-756-5486 x214 or kelly@abbyshouse.org.
- **Planned Giving:** The Abby's House Legacy Circle recognizes donors who have named Abby's House in their will or other form of planned gift. Planned gifts are an extraordinary way to leave a lasting and permanent impact on the women and children of Abby's House.