

Abby’s House #GivingTuesday Supporter Toolkit 2023

Together with the Abby’s House community, we seek to raise $10,000 on Tuesday, November 28 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 #GivingTuesday2023 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 11/24/23

2. Day Of - Tuesday, 11/28/23

3. Share Thank Yous following the end of Giving Tuesday - 11/29/23

Invite Your Networks to Make a Gift

Invite your networks to make a gift or learn more at [abbyshouse.org/giving-tuesday](https://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 Associate Director of Development & Communications, Jennifer Spicer contact information: jennifer@abbyshouse.org | 508-756-5486 x239

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 the Annette Rafferty Survive to Thrive (ARST) Fund ensuring that more women in crisis have the financial security needed to overcome unplanned financial challenges and to realize their goals.

The Annette Rafferty Survive to Thrive (ARST) Fund was created to provide direct financial support to women to help them fulfill their dreams and thrive without having to worry about any financial burdens that may come with them. Many women at Abby’s do not have enough money for a security deposit to obtain safe, affordable housing. Others cannot afford simple necessities, like transportation, that would keep them connected and safe. ARST is meant to help the women of Abby’s House lead self-directed lives filled with dignity and hope – empowering them to know that anything they set their mind to is possible.

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 a financial safety net that provides the support needed to successfully navigate emergencies and take advantage of new opportunities for a more hopeful and dignified life. To learn more or to make a gift, visit their website at [abbyshouse.org/giving-tuesday](https://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:

Help me this #GivingTuesday to uplift the women at Abby’s House! Let's break barriers through the Annette Rafferty Survive to Thrive (ARST) Fund, which provides a crucial financial safety net for shelter guests and residents. Your support empowers them to move forward with strength and resilience. Join the cause at abbyshouse.org/giving-tuesday and make a lasting impact. Together, we can make a difference!

Let's make a difference on 11/28 for #GivingTuesday! Your support for Abby’s House empowers women to step into a future filled with safety, healing, hope, and new beginnings. Together, we can provide a crucial financial safety net for them to achieve their goals. Make your gift today at abbyshouse.org/giving-tuesday

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. The Annette Rafferty Survive to Thrive (ARST) Fund was created to provide direct financial support to women to help them fulfill their dreams and thrive without having to worry about any financial burdens that may come with them. ARST supports the women of Abby’s House lead self-directed lives filled with dignity and hope – empowering them to know that anything they set their mind to is possible. Every award made, whether big or small, plays a significant role in advancing personal goals. A snapshot of these annual activities includes, but are not limited to:

* To be safe from domestic violence, ARST Fund pays for emergency transportation to either a safe shelter or to a safe friend or family member in another state.
* To move beyond shelter and homelessness to permanent housing, the ARST Fund pays for 1st month rent and/or security deposit so that shelter guests can obtain a room or an apartment.
* ARST Fund pays for training and education opportunities. ARST Fund has funded courses for CNA (certified nurse’s assistant); phlebotomy; bookkeeper; computer software training; medical billing; data entry.
* To maintain employment, ARST Fund pays for bus passes for transportation.
* To have access to camperships and school-vacation programs for children, ARST Fund pays for the fees. This provides more than just the basic childcare; the children have access to substantial enrichment, skills building and healthy lifestyle modeling.
* To receive necessary medical or dental treatment not provided by health insurance, ARST Fund pays for emergency and chronic health needs.

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 a financial safety net that provides the support needed to successfully navigate emergencies and take advantage of new opportunities for a more hopeful and dignified life. To learn more or to make a gift, visit their website at abbyshouse.org/giving-tuesday. Thank you in advance for joining me in supporting this important cause.

Social Post:

Let's come together this #GivingTuesday to support Abby’s House! Your contribution ensures that every woman and child at Abby’s House can step into a future filled with safety, healing, hope, and new beginnings. Visit abbyshouse.org/giving-Tuesday today to make a meaningful impact.

Today is Giving Tuesday! Join me in making a gift today for the Annette Rafferty Survive to Thrive (ARST)! Your donation to Abby’s House helps ensure women can move towards a future filled with safety, healing, dignity, and new beginnings. Provide a financial safety net for her to realize her goals at [abbyshouse.org/giving-tuesday](https://abbyshouse.org/giving-tuesday/)

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 remain financially stable and empowered in their resolve to move their lives forward.

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/](https://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 Jennifer Spicer, at 508-756-5486 x239 or jennifer@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.