



## 11<sup>th</sup> Annual Spring-Tacular Volunteer/Peer-to-Peer 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 personal story and role at Abby's House**

Your story makes the biggest impact with family and friends, so share how Abby's House has impacted your life and why you support. Genuine stories resonate well, and sharing your journey can inspire others to join.

### **What's the best way to share?**

Sharing information about the Spring-Tacular 7-day giving campaign and online auction via Facebook, X (Twitter), Instagram, or LinkedIn, or your email list, is a great way to start!

**Share the event on Facebook!** You can find the Event Page on our Facebook Profile. You can share the event to your page and mark yourself as “Going” to the event.

*\*Tip:* Ask a few family and friends to share our communications with at least 3 people in their network—it's an easy way to start spreading the news about supporting Abby's House!

### **How often should I communicate with my network?**

There are a few important dates to remember, which are great times to reach out to your network!

- |                                |  |
|--------------------------------|--|
| 1. Pre-Campaign Launch – May 2 | 3. Final Push – May 15                 |
| 2. Campaign Launch – May 9     | 4. Last Call for Auction Bids – May 17 |
| 3. Midway Update – May 14      | 5. Thank you – May 20                  |

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!

### **Ways to help and participate:**

- Share the Online Auction! **Auction opens Thursday May 9<sup>th</sup> at 9:00 a.m. and closes on Friday May 17<sup>th</sup> at 8:00 p.m.** <http://www.32auctions.com/springtacular2024>
- Share the Spring-Tacular event page and invite your networks to make a gift! [abbyshouse.org/spring-tacular](http://abbyshouse.org/spring-tacular).
- Want to send a check? Make checks payable to “Abby's House Spring-Tacular” in the memo line, and mail to: **Abby's House, ATTN: Accounting, 52 High Street, Worcester, MA 01609**

## Sample Communications

### Forward an Abby's House Email or Send Your Own!

#### Start of Campaign Email

**Subject Line:** Celebrate the Legacy of Supporting Women & Children

**Body:** Hi, [Name]! I'm joining in the 7-day giving campaign and online auction from May 9 – 16 to benefit the women and children of Abby's House, and I could use your help! Abby's House is a local Worcester nonprofit whose mission is to provide shelter and affordable housing, as well as personalized women's services, to women who have faced homelessness, abuse, poverty and trauma. Abby's House is celebrating its legacy by aiming to raise \$210,000 during this campaign. I am committed to this cause and invite you to join me in making a difference. Your support, whether large or small, will contribute to Abby's House getting closer to its fundraising goal and ensures women and children find the healing, support, and connections they need for years to come, building roots of resilience!

Please join me in making an impact making a donation at [abbyshouse.org/spring-tacular](http://abbyshouse.org/spring-tacular), or bidding on an auction item at [32auctions.com/springtacular2024](http://32auctions.com/springtacular2024)! 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!

#### Midway Update Email

**Subject Line:** There's still time to help women and children experiencing homelessness

**Body:** Hi [Name]! So far, Abby's House supporters have raised \$[xxxx]! All the money raised will help Abby's House continue its 48 year legacy of supporting women and children by providing safe shelter, supportive housing, and personalized women's services! Can you help me and Abby's House reach the goal of raising \$210,000? Your support means so much to me, and to the countless women and children needing safe shelter, basic essentials, and a community of support!

You can help by making a donation at [abbyshouse.org/spring-tacular](http://abbyshouse.org/spring-tacular), by bidding on an auction item at [32auctions.com/springtacular2024](http://32auctions.com/springtacular2024), or by sharing this email with your friends and family!

Thank you for supporting women and children in need, and for spreading the word!

#### End of Campaign Thank-You Email

**Subject Line:** We did it! Thank you!

**Body:** Hi [Name]! I wanted to let you know that with your help, Abby's House was able to raise [\$XX] to support women and children experiencing homelessness, poverty, and trauma. I can't thank you enough! Abby's House and their community of supporters will continue the legacy of providing safe shelter, supportive housing, and 1:1 women's services to countless women and children!

I'm happy we were able to make a difference together! Thank you!

## Share a Social Post to Friends & Family!

### Start of Campaign

**Facebook/Instagram:** I'm committed to helping @abbyshouse1976 raise \$210,000 for the 11<sup>th</sup> Annual Spring-Tacular: Roots of Resilience! Will you join me in helping women and children find a safe place to call home? Make a donation, bid on an auction item, and SHARE your support! Visit [abbyshouse.org/spring-tacular](http://abbyshouse.org/spring-tacular) to make your gift and learn more about the event!

**Twitter:** I'm committed to help @abbyshouse1976 raise \$210,000 for the 11<sup>th</sup> Annual Spring-Tacular! Will you join me in helping local women and children? Make a donation, bid on an auction item & SHARE your support by visiting [abbyshouse.org/spring-tacular](http://abbyshouse.org/spring-tacular)!

### Midway Update

**Facebook/Instagram:** @abbyshouse1976 has raised \$XX for women and children needing safe shelter, basic essentials, and a community of support! Donate to this important cause at [abbyshouse.org/spring-tacular](http://abbyshouse.org/spring-tacular) or bid on an auction item at [32auctions.com/springtacular2024](http://32auctions.com/springtacular2024) to help them reach their goal of \$210,000 Your support ensures Abby's House continues the legacy of supporting homeless and low-income women and children!

**Twitter:** @abbyshouse1976 has raised \$XX for women & children needing safe shelter, supportive housing & support services! Donate or bid on an auction item at [abbyshouse.org/spring-tacular](http://abbyshouse.org/spring-tacular) so Abby's House can continue its legacy of supporting homeless & low-income women & children!

### End of Campaign Thank You

**Facebook/Instagram:** We did it! Thank you all who helped @abbyshouse1976 raise \$XX! Your generosity ensures Abby's House continues its 48-year legacy of supporting homeless and low-income women and children. I'm thrilled we were able to make a difference together!

**Twitter:** We did it! Thank you all who helped @abbyshouse1976 raise \$XX! Your support ensures Abby's House continues its 48 year legacy supporting homeless & low-income women & children. I'm thrilled we were able to make a difference together!