



OVER THE EDGE!

Over The Edge - Fundraising Tips

Thanks you for registering to go Over The Edge to support New Hope Housing!

We know fundraising can seem a little scary for folks. So...take a deep breath.

Turns out, most Americans are pretty generous. On average, all of us give about **2% of our income** to charities every year. Most of us are **just waiting to be asked** to give money to a good cause. And we're **more likely to give when it's someone we know that's doing the asking!**

Your friends – your family – your colleagues are going to be **SO EXCITED** for you that you're doing something so daring and unique that's going to help homeless people find a home. So let's get started!

Personal Fundraising Page – Make it Great!

When you registered, you got a Personal Fundraising Page. Make the most of it! We've pre-populated some language about the event and people you're helping but go ahead and customize it. Show your enthusiasm for helping others in the language you use. Set a higher goals for yourself – it's all going to help others! Add a picture of you smiling so people can see how excited you are for this event. Now take your personal fundraising page link and...

Send Some Emails!

You've already got some basic language on your personal fundraising page. Copy and paste that into an email, add the link to donate and you're basically there. We recommend personalizing emails to each individual for the best response. Nobody likes being CC'd and everyone dislikes **REPLY ALL!** A personal, customized email from you to someone you know, sharing your passion for this mission and excitement for this event, will almost always result in a donation.

Calls & In-Person Asks

We're not expecting you to be out on the sidewalk with a clipboard asking people walking by to donate (unless that's your thing). But making calls and asking people you know face-to-face can be easy, too. It all comes down to how excited **YOU** are for this event and sharing that hitting this \$1,000 goal means that everyone who donated is potentially helping a homeless person make it home. If you need help with coming up with a script, be in touch! We're happy to help.

Post on Social Media

Throughout the next few months, we'll be sending out sample social media posts that you can use to get energy for the event from your connections, and encourage further fundraising. Make a short video of yourself on your phone, talking about your excitement – or fear! – and share it on your social pages. Be sure to include the link to your **personal fundraising page** everywhere to make it easy to give.

Town Hall

We're planning to host an online Town Hall on zoom in February with all participants and our team to share more ideas, hear from people who have had a lot of success, and answer as many questions as you have. More info to come.

As always – THANK YOU for supporting our mission and our goals!

CONTACT US

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