

WOMEN'S EMPOWERMENT HOMELESS TO HOUSED CAMPAIGN

Women's Empowerment is seeing more and more women who transform their lives through our job readiness program, gain employment, yet are still unable to afford housing, causing them and their children to remain homeless. To combat this growing issue, and to give WE graduates support in finding housing solutions they so desperately need, **Women's Empowerment has launched the Homeless to Housed Campaign. This online campaign, running through the end of October, is raising funds to hire a Housing Specialist at WE who will be dedicated to finding and creating housing solutions for the women and children we serve.**

THE POSWALL FAMILY FOUNDATION is generously matching each gift made to Women's Empowerment through October 31st, dollar for dollar, up to \$25,000, to support this campaign! This is an opportunity for donors to double their impact!

Campaign Goal: \$50,000

Campaign End Date: October 31st, 2019

Donation Page: <https://donatenow.networkforgood.org/womensempowerment>

More Information on Women's Empowerment: www.womens-empowerment.org

WE NEED YOUR HELP

We are so thankful for your unwavering support of Women's Empowerment; YOU truly make our work to end homelessness possible. **We are calling on you now to take that support to the next level by fundraising on our behalf and introducing the Homeless to Housed Campaign and our mission to your coworkers, friends, and family.**

To ensure you are equipped with all the tools, information, tips, and tricks you need, we have created this toolkit!

IN THIS TOOLKIT YOU WILL FIND THE FOLLOWING:

1. Sample correspondence
2. Social media materials, tips and tricks, and sample posts
3. Phone materials

If you need any additional information or have any questions, please email zoe@womens-empowerment.org.

SAMPLE CORRESPONDENCE:

Tips: Send the correspondence below to as many coworkers, friends, and family as you can. Feel free to personalize the text. We have found that the more personal you make it, the better results you will have!

Dear [NAME],

I appreciate you being a part of my life and would like to share something I am passionate about with you. As you might know, I am involved with an amazing nonprofit called Women's Empowerment. Their programs and services provide women experiencing homelessness with the skills and the confidence they need to get a job, maintain a healthy lifestyle, and ultimately find housing for themselves and their children.

Through my involvement, I have seen women transform their lives and build bright futures at Women's Empowerment. [FEEL FREE TO ADD SOMETHING PERSONAL ABOUT YOUR EXPERIENCE WITH WE.]

Approximately 80% of WE graduates find and maintain employment or enroll in higher education.

With homelessness increasing at an alarming rate, and Sacramento experiencing some of the fastest rising rental costs in the nation, Women's Empowerment is seeing more and more women graduate from their program, gain employment, and yet still not be able to afford housing.

I am asking you to join me in supporting Women's Empowerment's Homeless to Housed Campaign so that the homeless women who have worked to rebuild their lives at Women's Empowerment can get the support in finding and navigating housing solutions that they so desperately need.

Through October 31st, THE POSWALL FAMILY FOUNDATION is generously matching each gift made to Women's Empowerment, dollar for dollar, up to \$25,000, to support this campaign! This is an opportunity to double your impact!

Your donation will help fund a housing specialist at WE who will be dedicated to finding and creating housing solutions for the amazing women and children they serve.

To double your impact and make your tax-deductible donation, please go to <https://donatenow.networkforgood.org/womensempowerment>.

For more information on Women's Empowerment, you can visit their website at www.womens-empowerment.org.

Thank you for taking the time to help women and children in Sacramento break the cycle of poverty and find a safe place to call home. Your support will go far. Remember, no donation is too small!

Many thanks for your support,

[YOUR NAME]

P.S. If you prefer to write a check that is great too! Checks can be made out to Women's Empowerment and delivered or mailed to 1590 North A Street, Sacramento, CA 95811. Any donation received by October 31st will be matched by THE POSWALL FAMILY FOUNDATION!

SOCIAL MEDIA

Posting and/or sharing on your social media is a great way to get more people donating and involved in this campaign and Women's Empowerment.

Tips:

1. Tag us – By typing the @ symbol and our name into the posting field, you can find us and tag us.
 - a. Facebook: WEWorks - <https://www.facebook.com/WEWorks/>
 - b. Instagram: WE_Works - https://www.instagram.com/we_works/
 - c. Twitter: WE_Works - https://twitter.com/WE_Works
2. Feel free to share content from our social media pages!
3. A picture is worth a thousand words; try to include a photo or gif with some of your posts. Feel free to use any of the photos here:
https://drive.google.com/open?id=1Tzy_6Tndg7HyX54GwHfWuFy-KVLnpsTF
4. Use hashtags –
 - a. Women's Empowerment Hashtags are: #WEworks #WEcandoit
 - b. Homeless to Housed Campaign Hashtag: #HOMELESS2HOUSED
 - c. Other good hashtags to use: #endhomelessness #Sacproud #Sacramento
5. Include donation link in all posts:
<https://donatenow.networkforgood.org/womensempowerment>

Sample Facebook and Instagram Posts:

For Instagram posts, replace link with "Visit link in [TAG WOMEN'S EMPOWERMENT]'s bio to donate."

1.

Please consider joining me in helping women and children experiencing homelessness in Sacramento get the support they need to find housing solutions at Women's Empowerment. Make a donation before October 31st and THE POSWALL FAMILY FOUNDATION will match your gift, dollar for dollar, up to \$25,000! <https://donatenow.networkforgood.org/womensempowerment>

#HOMELESS2HOUSED #WEWorks #WEcandoit #endhomelessness

2.

The work Women's Empowerment is doing to end homelessness for women and children in Sacramento is truly amazing. You can help change lives by making a donation today.

Hurry! You can double your impact if you make your donation before October 31st! THE POSWALL FAMILY FOUNDATION is matching each gift made to Women's Empowerment, dollar for dollar, up to \$25,000! <https://donatenow.networkforgood.org/womensempowerment>

#HOMELESS2HOUSED #WEWorks #WEcandoit #endhomelessness #Sacproud

3.

I made a donation to help women and children experiencing homelessness get support in finding housing solutions at Women's Empowerment. I am asking you to do the same. Together, we can end homelessness in Sacramento! <https://donatenow.networkforgood.org/womensempowerment>

DOUBLE YOUR IMPACT! To help change lives, THE POSWALL FAMILY FOUNDATION is matching each gift made to Women's Empowerment before October 31st, dollar for dollar, up to \$25,000!
#HOMELESS2HOUSED #WEWorks #WEcandoit #endhomelessness #Sacproud

4.

Homelessness in Sacramento is up by 19% since 2017!

Sacramento has the third fastest rising rent costs, by percentage, in the country.

Women and children are the fastest growing segment of the homeless population.

LET'S DO SOMETHING! Join me in being a part of the solution by making a donation to Women's Empowerment and helping women and children build bright futures and escape homelessness!
<https://donatenow.networkforgood.org/womensempowerment>

You can make your donation go even further because THE POSWALL FAMILY FOUNDATION is matching all donations made before Oct. 31st, dollar for dollar, up to \$25,000.

Message to be sent using FB or Instagram Messenger:

Every dollar, up to \$25,000, donated to Women's Empowerment this month will be matched by THE POSWALL FAMILY FOUNDATION to help fund a housing specialist who will be dedicated to finding and creating housing solutions for the women and children experiencing homelessness whom Women's Empowerment serves. Join me in the fight to end homelessness, and double your impact today by making a donation at <https://donatenow.networkforgood.org/womensempowerment>.

Checks are great too! They can be made out to Women's Empowerment and delivered or mailed to 1590 North A Street, Sacramento, CA 95811.

Sample Twitter Posts:

1. Women and children experiencing homelessness need our support. Visit www.womensempowerment.org to find out more. #HOMELESS2HOUSED
2. Join me in helping women and children experiencing homelessness in Sacramento get the support they need to find housing solutions at Women's Empowerment.
<https://donatenow.networkforgood.org/womensempowerment> #WEWorks

PHONE MATERIALS:

A great way to engage your friends and family is to give them a call or send them a text. We recommend that you personalize this as much as possible.

Phone call script:

YOU: Hi [NAME]. How are you?

Exchange pleasantries

YOU: I am actually calling to chat with you about something that I am passionate about, do you have a minute?

If they answer no, arrange a time to call them back and hang up. If they answer yes, proceed in script.

YOU: Great! As you might know, I am involved with an amazing nonprofit called Women's Empowerment. They work to provide women experiencing homelessness with the skills and the confidence they need to get a job, maintain a healthy lifestyle, and ultimately find housing for themselves and their children. While they have a very high employment rate amongst the graduates of their job-readiness program, they are seeing more and more women gain employment, and yet still not be able to afford housing.

That is why I am calling you! I know you are passionate about helping people.

This month Women's Empowerment is raising funds so that the homeless women who have worked to rebuild their lives at Women's Empowerment can get the support in finding and navigating housing solutions they so desperately need.

I donated, and I am asking my friends and family to consider doing the same. Every dollar, up to \$25,000, raised this month will be matched by THE POSWALL FAMILY FOUNDATION to help fund a housing specialist who will be dedicated to finding and creating housing solutions for the amazing women and children they serve.

I would love your help, would you consider making a donation if I texted or emailed you the link or mailing address?

If they say no, say thank you for listening anyways; if they say yes, proceed with the script.

YOU: Thank you so much for your support. Every donation really does make a difference. Would you prefer me to text you or email you the information?

Find out how they would prefer to get the link and send it to them.

TEXT OR EMAIL TO FOLLOW UP PHONE CALL: Great chatting with you. Thank you for helping to end homelessness in Sacramento. You can make your donation at <https://donatenow.networkforgood.org/womensempowerment>. Checks are great too! They can be made out to Women's Empowerment and delivered or mailed to 1590 North A Street, Sacramento, CA 95811.

For more information on Women's Empowerment, you can visit their website at www.womens-empowerment.org.

TEXT WITHOUT PHONE CALL: Every dollar, up to \$25,000, donated to Women's Empowerment this month will be matched by THE POSWALL FAMILY FOUNDATION to help fund a housing specialist who will be dedicated to finding and creating housing solutions for the women and children experiencing homelessness whom Women's Empowerment serves. Join me in the fight to end homelessness, and double your impact today by making a donation at <https://donatenow.networkforgood.org/womensempowerment>.

Checks are great too! They can be made out to Women's Empowerment and delivered or mailed to 1590 North A Street, Sacramento, CA 95811.

**THANK YOU FOR SUPPORTING WOMEN'S EMPOWERMENT AND THE
AMAZING WOMEN AND CHILDREN WE SERVE. TOGETHER, WE CAN
END HOMELESSNESS, ONE WOMAN, ONE CHILD, AT A TIME!**