



memo

To: HomeLight Committee Members
From: Karen Vallecillo, Manager of Annual Giving and Stewardship
Subject: Crowd funding toolkit
Date: November 3, 2016

Per The Midnight Mission's Strategic Fund Development Plan, we appreciate the partnership of the HomeLight Committee by offering to fundraise for the families in need.

Attached please find a toolkit complete with Facebook and Instagram posts as well as Twitter suggestions.

The more you share and engage your followers, the better we can service each and every family in our program. You can also personalize each post by adding a message that explains why you're supporting this program. Please share our HomeLight webpage (www.midnightmission.org/homelight) and tag us using the following handles when posting on our behalf:

- Facebook
- Twitter
- Instagram

You can also ask your followers/friends to text **homelight** to 41444 on their cell phones to make a donation. Encourage them to share their donation on their Facebook page to create more awareness. The more we share, the bigger impact we can have.

Should you need anything else, please contact me by email (kvallecillo@midnightmission.org) or at my direct line (213.458.870).

Thank you for being a supporter of The Midnight Mission's HomeLight Family Living Program!



memo

Sample Twitter posts:

- Give time, money, your voice – give what you can to make a difference. #families #homelight www.midnightmission.org/homelight
- Did you know that women and children make up 41% of the homeless population? Be the change. Text **homelight** to 41444 and make a difference.
- 31% of the homeless population have experienced domestic violence. This is the day to help change that. Visit www.midnightmission.org/homelight to learn more.
- 80% of trafficked victims are women and girls. Join me in helping an organization who helps some of these victims. www.midnightmission.org/homelight

How to #UNselfie:

This is the same concept used for #GivingTuesday. The #UNselfie, or the selfless selfie, is a powerful way to show how you are giving and why giving is important to you. How do I #Unselfie?

1. Take a “selfie” with a caption (or have it on a card in the picture) explaining how or why you and/or your friends are giving or doing.
2. Always use the hashtags #homelight #families
3. Post it to Instagram, Facebook and/or Twitter and share with friends!



memo

How to create a crowdfunding page:

1. Text “**homelight**” to 71777 on your mobile device.
2. Once you send the text, you will receive a text message with a link.
3. Click on link
4. Click on “Become a Fundraiser”
5. Enter your information and click on “Become a Fundraiser”
6. You will receive a confirmation email. Click on the “Get Started” button to complete process.
7. You will have the opportunity to customize your page with a profile picture.
8. Congratulations, you’ve set up a fundraising page! Be the first to donate to your page and be sure to click on the “share” button to share your campaign with your friends on Facebook, Twitter, via text and email.
9. Good luck and let the fundraising begin!