

Your Story

We provide an email template to help with ideas but encourage you to include a short, personal note. It's helpful to share a personal story about why you want to help fight homelessness and why you're choosing to fundraise for HSI!

Your List

Think about everyone you know: friends, family, neighbors, and colleagues. Do you know anyone who has been affected by homelessness?

Your Ask

Don't be afraid to ask! Most people are happy to donate to a good cause and support your fundraising campaign. Share your story and why you're participating in A Night in the Cold for Homeless Solutions and your involvement in our organization.

Your Reminder

When sending reminders it's great to include notes how you are preparing for A Night in the Cold. **People easily forget and reminder emails are more successful than the initial email.**

Your Thank You's

Those who donated to your campaign will receive a thank you letter on behalf of Homeless Solutions. It's nice to receive a personal note about the importance of a donation. Let those who have donated know what their support and encouragement means to you.

Matching Gifts

Remind potential donors that many companies will match employees' charitable donations. Matching gifts can double someones donation.