



A NIGHT IN THE COLD

HomelessSolutions.org

Fundraising Templates:

You got this! We provide outreach templates 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 be an advocate for homelessness and why you're choosing to fundraise for Homeless Solutions.

Don't be afraid to ask! Most people are happy to donate to a good cause and support your fundraising campaign. Think about everyone you know: friends, family, neighbors, and colleagues. Thank you for being a champion for Homeless Solutions and our community.

Detailed Email Outreach:

Dear XXXX,

This year, I am participating in Homeless Solutions' A Night in the Cold to raise crucial funds and awareness for the homeless families and individuals in my community.

I will be braving the elements by sleeping outside for one night on December 5th in hopes of raising XXX for my personal fundraising campaign.

There are over nearly 1000 homeless individuals in Morris County, which is why it's so important for me to support Homeless Solutions. Their shelter operates 24/7 with a dedicated staff committed to providing comprehensive resources for their guests. For the homeless that are not living full-time at the shelter, they can use the Warming Center during the colder nights. This provides a warm bed, meal and place to freshen up.

This cause means a lot to me personally because (some examples):

- I've seen firsthand the families that Homeless Solution's has helped to get back on their feet.
- I was able to cook at the Homeless Solutions shelter and wanted to do more to help the families I met.
- I understand how many people are affected by the pandemic and know it will most likely get worse for the working poor in our community.

This is an opportunity for my children to understand the uncomfortable circumstances the homeless families in our area experience every single day.

We all deserve the basic needs of shelter and warmth during these colder months. By supporting my campaign, you are supporting the hundreds of homeless in my community and letting them know they are not alone.

I really appreciate your support,

XXXX



A NIGHT IN THE COLD

HomelessSolutions.org

Condensed Email Outreach:

I am participating in A Night in the Cold on Dec. 5th by braving the elements to raise awareness and funds for the nearly 1000 homeless individuals in Morris County. I am hoping to raise XXX in support of Homeless Solutions, the largest provider of shelter in Morris County. This organization means a lot to me personally because XXX

By supporting my campaign, you are supporting the hundreds of homeless families and individuals in my community. We all deserve the basic needs of shelter and warmth, especially in the colder months.

I really appreciate your support,
XXX

Junior Email Outreach:

On Dec. 5th I will be giving up the comforts of my warm bed to support the homeless families and individuals in my community. I will be braving the elements by participating in A Night in the Cold to help raise important funds for Homeless Solutions.

These proceeds will support the largest shelter in Morris County. I think every family should have a warm place to sleep. I hope you will support my campaign and help me raise my goal of XXX.

This means a lot to me because (some examples):

- During the holidays, I don't think anyone should have to worry about sleeping in the cold
- I feel lucky to have a home and wish the same for everyone in my community

Thank you for your support,
XXX

Text Outreach:

In XXX days, I will be participating in Homeless Solutions' A Night in the Cold. See why this cause is important and how to support my campaign. All donations will help the homeless families and individuals in my community during these unbearably cold months.



A NIGHT IN THE COLD

HomelessSolutions.org

Social Media Outreach:

In XXX days I will be supporting hundreds of homeless families and individuals in my community by participating in Homeless Solutions' A Night in the Cold. Check out my campaign to learn more. Every donation will help to provide warmth and shelter for those most vulnerable in our community: XXX

I am XXX towards my goal of XXX! Please consider donating to my campaign supporting Homeless Solutions' A Night in the Cold. I am preparing to brave the elements on Dec. 5th to raise crucial funds for the homeless individuals and families in my community.

The weather forecast for this Saturday is XXX degrees! Please consider supporting my campaign for Homeless Solutions' A Night in the Cold as I give up the comforts of home to raise awareness and funds for the homeless in my community.