

FUNDRAISING TIPS



headswithoutbedsleaders.ca



HOMEAGAIN
FURNITURE BANK

THANK YOU



Thanks for signing up to participate in **Heads Without Beds!** You've taken the first step to support the *furnishing of homes* in our region.

There are many things you can do to *inspire others* and *raise funds* for this very important cause.

The first few days of a fundraising campaign are very important. Starting early maximizes the time potential donors have to donate and gives you time to learn what works best or reach out to the Home Again team if you want fresh ideas.



YOUR FUNDRAISING PAGE



Before reaching out for sponsors, create a fundraising page that has great visuals and emotional appeal. You can use the provided template or create a personalized one.

Use photos and videos: Photos and videos related to the fundraiser can help personalize your page, connect your potential donor to the cause and increase the amount of donations you receive.

Share your fundraising story: By sharing why you're participating and passionate about Home Again's impact, your supporters will be better connected and motivated to give.

Make the first donation: By making the first donation, you set the tone and get the ball rolling.

Set a SMART fundraising goal: *specific, measurable, attainable, realistic* and *timely*. Set your goal high enough to encourage donations and low enough to be attainable. And if you reach your fundraising goal early, you can always create a new stretch goal!

Create a strong page name: Grab the attention of your supporters by choosing a great page name and a *call to action* (ex. *Let's End Furniture Poverty* or *Let's Transform Homes and Lives*).

IT'S TIME TO FUNDRAISE



After personalizing your fundraising page the next step is to create a list of people who are within your network both personally and professionally that you can reach out to for support.

Create a Master List: Ask far and wide throughout your network. Use your master list to send a kick-off email about your campaign and follow up with updates about your campaign and night without a bed.

Segment your list: Segment your contacts into those close to you who you think will donate more to kick off your campaign and other contacts into categories like work, teammates, community club, family, etc. Tailor your ask by tweaking your email to appeal to each group.

FUNDRAISING TIPS



Invite your friends, family and colleagues to sponsor you: This can be done directly from your fundraising page. Be sure to follow-up with a phone call or email to remind people your participation will have a direct and positive impact.

Start with an ask: Friends, family and colleagues are likely to help if they know something is important to you. So pick up the phone, chat in the lunchroom, or send an email or text to let your networks know you're participating and how they can support you. Follow-up promptly with those who express an interest and thank those who donate.

Personalize your ask: Segment your list by those who you know are capable of bigger donations and tailor your ask.

Hold mini-challenges for milestones: Offer fun challenges that you'll complete at certain milestones (i.e., sharing a throw-back image of you at \$2,500 raised or a bed-head image at \$5,000 raised).

Keep it easy: Each week, you'll receive sample emails and social media messages from Home Again. You can copy-and-paste these samples, personalize them, or create your own.

EMAIL WORKS



After personal meetings or phone calls, email is the next best way to ask for support from your peers. You can use these quick tips to help you get started.

Create a new email signature: Add an image or the campaign logo to your email signature and create a hyperlink directing people to your personal fundraising page.

Include personal photos: Send an email with a powerful photo of yourself to engage your peers (i.e., a photo of you assisting with furniture deliveries or wearing the campaign T-shirt/holding the campaign pillow)

Share Home Again images: Use images from our [Photo Library](#) to engage others.

Templated or personal? You choose: Write your own email messages or copy and paste those found in your inbox at the beginning of the week, throughout the campaign.

Use this sample email message to send directly to your peers:

I need your help!

I've accepted Home Again Furniture Bank's challenge of sleeping without my bed on October 19th. Together with a small group of peers, I'll sleep on the floor in support of our neighbours who don't have beds to sleep in.

Sleeping on the floor may sound a little absurd. But what's truly absurd is the fact that hundreds of people throughout our region will sleep on floors, air mattresses or yoga mats tonight. They'll do this tonight and night after night because they don't have a choice. They don't own beds.

On October 19th, I'll join other Heads Without Beds: Leaders Edition participants in giving up our beds. Together, and with your help, we will raise the awareness and funds needed to assist people like Jane.

Until Home Again delivered a bed and other furniture to Jane, she'd been alternating nights between an old mattress on the floor and a borrowed sofa. For years, Jane lived with pain and discomfort caused by severe burns. That's why, of all the furniture delivered by Home Again, the bed was most important. She says, "The furniture has made a big difference... Now I can sleep comfortably. I can have a life."

I want to raise \$10,000 in sponsorship and I hope I can count on your support: ADD YOUR PERSONAL FUNDRAISING PAGE URL

With the funds raised through Heads Without Beds: Leaders Edition, Home Again Furniture Bank can continue to deliver free furniture to hundreds of individuals and families each year, transforming homes and lives.

Thanks in advance for your support,

YOUR NAME

LET'S GET SOCIAL

#HEADSWITHOUTBEDS



Social media gives your followers and network an insight into the work you are doing behind the scenes and invites them to join the movement of ending furniture poverty in our region through a few easy clicks.

Use hashtags: Don't forget to use the campaign hashtags, **#HeadsWithoutBeds**, **#EndFurniturePoverty**, and **#EveryHeadDeservesABed** in your social posts to stay connected to the other Leaders and grow your reach.

Get personal: Share images, videos, stories of why you're involved and your outcomes. You can also use social media to promote fundraising challenges to your friends (i.e., for the first \$500 donation, you'll sing your favourite lullaby on Facebook or Instagram Live). You can create your own social messages or use those provided weekly by Home Again.

Share the impact of a donation: i.e, \$250 donation will rent and fuel a cube van furnishing 4+ homes and changing lives. Knowing the impact of a donation inspires people to give.

Further extend your reach: Ask your family, friends or colleagues to share your social posts and personally reach out to their networks on your behalf, further extending your reach.

QUICK TIPS



- Update your cover photo and profile picture with the campaign logo
- Follow the other leaders on LinkedIn to see their progress and share your own
- Post about why this campaign is important to you - get personal!
- Share updates on your progress
- Give a shout-out to your awesome supporters and let them know WHY it matters. Be sure to tag them!
- Share stories, images and statistics (available on the Canada Helps page, delivered to your inbox each week & on Home Again website)

Tag Home Again with all your social posts



@HomeAgainFurnitureBank



@HomeAgainFB

RESOURCES



Home Again's Key Messages

- Home Again delivers gently-used furniture to individuals and families throughout the Northeast Avalon.
- Home Again is the only furniture bank in the region. This means we are the only place where people can get furniture at absolutely no cost.
- Demand for our service has increased dramatically in recent years.
- We have a waitlist for furniture that is hovering at about 100 households.
- Heads Without Beds is one of our biggest fundraisers. Its success ensures the continued free delivery of furniture to those without.



Home Again's 2022 Impact

- 500 homes were furnished
- 430 beds were delivered to those sleeping without
- 530 furniture donors gave to their neighbours to furnish homes
- 70 tonnes of furniture was diverted from landfill
- 75+ corporate and individual volunteers helped transform homes and lives
- Demand for our service is rising. Home Again has experienced a 23% increase in requests for furniture since 2022.

Photo Library: [Google Drive](#)

Recipient Stories <https://www.homeagainfb.ca/impact>

CELEBRATE & SAY THANKS



A successful fundraiser is a major achievement and something to celebrate. Acknowledge and thank your supporters. **Send a thank you note** or message to **each person** to let them know how much you appreciate their support and to **provide an update** on what was accomplished and the impact it will have.



HAPPY FUNDRAISING



HOMEAGAIN
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We hope these tips have sparked new ideas and help you reach your fundraising goal. Be creative and have fun!

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