

Step-By-Step Instructions to Become a Fundraiser for ANEW Place's #chartANEWpath Campaign

Follow the instructions below to set up your own fundraising page or let ANEW Place set one up for you by contacting Kathryn Nunnelley at kathryn@anewplacevt.org or 802-862-9789 x1003.

1. Go to the following link: chartANEWpath.com.
2. Click on the "Become a Fundraiser" button.
3. Sign up through your Facebook account or sign up with your email.
4. Upload or drag your profile picture. You may choose to use the ANEW Place logo downloadable at chartANEWpath.com.
5. Read the terms and conditions and click the "Sign Up" button.
6. Leave the Personal Campaign Title as it is or personalize it as you like.
7. Enter your set fundraising goal. Suggestions: \$100 (get 10 friends to give \$10), \$250 (10 friends give \$25), \$500 (20 friends give \$25), \$1000 (20 friends give \$50), etc.
8. Set your campaign end date as December 31, 2018.
9. Fill in the Personal Campaign Story.
10. **Option 1:** If you are fundraising as an individual, make sure the "Individual (No Team)" icon is highlighted and click the "Get Started" button.

Option 2: If you know a fundraiser and want to join his/her fundraising team, click on the "Join a Team" icon, select the team you want to join and click the "Get Started" button.

Option 3: If you want to create a fundraising team, click on the "Create a Team" icon. Fill in the needed information and upload or drag your profile picture. Click the "Create a Team" icon. Then click the "Get Started" button.

You will receive an email with your fundraising page information including how to login (to view and edit your page), the link you and your potential supporters can go to in order to see your page, and next steps.

11. Click on the "Share" button(s) to share on your social media platforms (under the "View Your Page" and "Edit Your Page" buttons and at the top right of the page next to the "Menu" and "Support" buttons). You can use the following scripts with your information filled in or create your own to communicate with your friends and associates throughout the campaign.
12. Send an email out to people you know using the provided script or create your own.

Consider asking your family, friends, and colleagues to give to ANEW Place in your honor instead of giving you a gift this holiday season. They can also make a donation in tribute to anyone they choose. Create a friendly competition at work or make a workplace team and set a giving goal for your company. You can invite team members to join you in raising money or they can create their own individual or team pages.

EMAIL SAMPLE TEXT

Subject line: I'd love your support to achieve raising \$70,000 for ANEW Place.

Dear [name],

Together we can raise \$70,000 to help our homeless neighbors chart ANEW path!

Thanks for taking a few minutes out of your busy day! I'm writing because I have committed to raising [personal fundraising goal \$] as part of ANEW's Year-End Giving goal of \$70,000. I've seen firsthand the positive impact of ANEW Place's work with our homeless neighbors. [Share your personal fundraising story here: why you've decided to support this work and your personal connection to the cause].

Thanks to several community members who together have pledged a \$35,000 matching gift, every dollar donated up to \$35,000 through the end of the year will be doubled and go directly to support a new transitional housing facility. Together we can help even more people chart ANEW path forward in 2019!

THE NEED: Over 1200 of our neighbors across Vermont experienced homelessness this past year. Right now ANEW Place houses 26 people at our 89 North Street facility: 16 men live in the men's dorm, 4 women in the women's dorm, and 6 individuals live upstairs in the ANEW Leaf transitional housing program. The need is great, and ANEW Place is full ALL THE TIME.

THE OPPORTUNITY: ANEW Place's goal is to open a separate 5-bedroom facility for its transitional housing program that will serve 10 individuals at a time and potentially equip 15-20 people per year to move into long-term housing. This would allow ANEW Place to increase its women's beds in its existing space from 4 to 10 beds and allow ANEW to serve and equip more and more of its homeless neighbors to chart ANEW path forward every year.

It would mean a lot to me if you could provide your support, and donating is easy. Simply follow the link to my campaign page: [link].

We can't do it alone! Would you consider a year-end gift to turn this dream into reality?

Please don't hesitate to reach out with any questions.

Sincerely,

[Your name]

#chartANEWpath

SAMPLE SOCIAL MEDIA POSTS

I'm excited to support ANEW Place by raising [\$ amount]. The proceeds of my fundraiser will go towards supporting a new transitional housing facility. Will you join me? [peer page link] #chartANEWpath

Generosity makes change possible. ANEW Place is relying on generous donations to support a new transitional housing facility. I've launched my own fundraiser to help make this possible and would love your support: [peer page link]. #chartANEWpath

I'm halfway to my goal! Will you help me raise [\$ amount more] to support ANEW Place's new transitional housing facility? [peer page link] #chartANEWpath

'Tis the giving season. Would you consider giving a gift to ANEW Place? Make a gift in tribute to someone today at [peer page link]. #chartANEWpath

#chartANEWpath