

Hoops for A Home Online Fundraising Guide

STEP 1 – CREATE YOUR PERSONAL FUNDRAISING LINK

Simply:

- Get your parent's/guardian's permission to create an online fundraising page or ask for their help.
- Go to: <http://bit.ly/smsHoops21>
- Scroll down and click on **'Create my own fundraising page!'**
- Complete the form with name and email address (you may want to use your parent's/guardian's email address) → click on **Create My Page.**
- You will then receive 2 emails. One with a link to personalize your fundraising page and the other is one you can share with family and friends asking for donations.
- In the email you received to personalize your page, click on **Personalize my page.**
- Once you are on your personal fundraising page, you can make edits:
 - Edit your goal by clicking on the pencil icon. Once you put in the amount, click the **✓**.
 - You can add a personal photo or image or keep it as the Hoops for A Home sponsors image.
 - In the box below the image, you can personalize a message of why you are supporting Harford Family House by participating in Hoops for a Home.
- When you have your page updated, click **Save and Publish.**
- Then click **Email me a new link for this page.**
- You are all set!

STEP 2 – FUNDRAISE

- Make your own donation. Others are more likely to donate when they see that others have donated
- Tell your friends and family about Hoops for a Home and your fundraising efforts. Share your fundraising link.
- Use email and social media to spread the word about your efforts and our cause. (Parents, if using social media, the best times to post on social media are between 7am-9am, 12-1pm, 7:30pm to 10pm. Sunday nights after 8pm is a great time too).
- Enjoy it! Make it fun. And GOOD LUCK!

STEP 3 – CELEBRATE

- Share your fundraising successes across social media.
- Recognize and thank those who donated publicly and highlight how much you raised.

Key points (Use these facts as content about HFH in your social media posts)

- one in every 5 children in our community is living in poverty
- last year 401 students in Harford County Public Schools did not have a permanent place to call home.
- In 2020, Harford Family House helped 55 families –68 adults and 114 children
- 31 individuals received transportation to and from work and/or assistance in obtaining their driver's license
- 2 individuals obtained a vehicle
- Harford Family House provided 29,464 program nights of shelter
- 24 families exited programs with an 88% success rate.
- A gift of \$10 will buy diapers for a child for one week.
- A gift of \$25 will buy an outfit for school or work.
- A gift of \$25 will provide a tank of gas to transport clients to work.
- A gift of \$50 provides an art class for the children each month.
- A gift of \$50 provides one week of fresh groceries for a family.
- A gift of \$100 provides a weekly enrichment program for the children. Ex. Horseback riding, yoga.
- A gift of \$100 provides one month of utilities for a family.
- A gift of \$250 will provide one educational seminar for 25 families.
- A gift of \$500 enables Harford Family House to prepare an apartment for a new family.

Sample emails

Harford Family House is leading the fight to end homelessness in Harford County. The funds I raise for Hoops for a Home supports the programs, education and advocacy needed for families with children in our community.

These families are living in cars, 24 hr laundry mats, apartment building stairwells and in tents.

But you can help now. Please donate. It's fast, easy and secure.

Thank you for making a difference!

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Through housing, support and resources, Harford Family House's mission is to help families and unaccompanied young adults who are experiencing homelessness transition into stable/permanent housing. I believe very strongly in helping our Harford County community be the best it can be. That's why I wanted to ask you to sponsor me to help me reach my fundraising goal of \$_____.

You can make an easy and safe donation from my personal fundraising page at_____

Whatever you decide to do, please help. Together we can make the lives of many families in Harford County so much better.

Thank you!

If you have any questions, do not hesitate to reach out to Heather Volk at 410-273-6700 or hvolk@harfordfamilyhouse.org