



Phoenix Rescue Mission™

Transforming lives. Transforming the Valley.



# MATTHEW 25 CHALLENGE TOOLKIT

*“And if you spend yourselves on behalf of the hungry and satisfy the needs of the oppressed, then your light will rise in the darkness, and your night will become like the noonday.”*

*– Isaiah 58:10*

## **WELCOME TO YOUR LIGHT THE WAY FUNDRAISING TOOLKIT!**

As Christians, we have a calling to be lights in the darkness, and your unwavering support of Phoenix Rescue Mission shines as a beacon of hope in our community. We're thrilled that you've decided to help ignite a similar flame in the hearts of your friends and family – LIGHTING THE WAY to a brighter future for the homeless and hurting we serve!

To help you shine your best, we've put together this LIGHT THE WAY Fundraising Toolkit. We want your efforts to share your passion to be fun and effective – this guide is designed to walk you through creating a successful supporter-powered fundraising campaign.

The Phoenix Rescue Mission is a faith-based 501(c)(3) nonprofit organization and is funded almost entirely by individuals, churches, businesses, foundations, and organizations like yours. Over the past six decades, God has brought hope, healing, and new life to the hurting in our community through the work of the Mission and the prayers and support of our friends. We could not do this critical work without the help of people like you!

Your commitment today will help us go further in LIGHTING THE WAY for the least, the last, and the lost in our community.

**Let's get started!**

# GETTING STARTED: SET UP YOUR FUNDRAISING PAGE



## CHOOSE YOUR FUNDRAISER:

Go to [www.phxmission.org/lighttheway](http://www.phxmission.org/lighttheway) and choose which fundraising initiative you want to participate in. If there is not a specific fundraiser you prefer, you can use our **LIGHT THE WAY** link.

## SET UP YOUR PAGE:

Click the initiative you want to participate in and click the FUNDRAISE FOR US button.

## SET YOUR GOAL:

Setting a goal for your fundraiser is your first step. But how much should it be? There's no wrong answer here!

- God has led you this far. Don't be afraid to step out in faith! Start with an amount that feels doable and add 50%. You may be surprised at what God can do! Once you've reached your goal, increase it and watch what happens next.
- Already have a big goal in mind? We serve a big God! If He's giving you the green light, make the most of it!

## HOT TIP:

*To jumpstart your campaign, be the first one to donate! When people know where your heart is, they'll be encouraged to follow your example.*

## TELL YOUR STORY:

Your story is the first thing people will see when visiting your **LIGHT THE WAY** fundraising page, so your goal is to share your heart and make it as impactful as possible.

- Your testimony is powerful. It's important to communicate how Phoenix Rescue Mission's cause and mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf. Be authentic, even vulnerable; people are more likely to give if they feel an emotional connection between your heart and theirs.
- Don't be afraid to add Scripture to your story. Let the light shine! Matthew 25:35 is a great one to consider and use.

## PERSONALIZE YOUR PAGE:

Make your LIGHT THE WAY page your own:

- Change the photo at the top
- Add to the text on the page to include a personal note or update
- Create or join a team to fundraise together

NOTE: You cannot change the pre-set dollar donation amounts.

# FUNDRAISING BEST PRACTICES

Even the most compelling **LIGHT THE WAY** fundraising page won't raise a dime if nobody sees it! An easy way to get those page views up is by connecting to your friends, family and co-workers through social media, email, text messaging, and word of mouth!

## WHAT'S THE BEST WAY TO SHARE?

- Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, LinkedIn, TikTok, or social media of your choice, in addition to your own personal email list, is at the heart of every **LIGHT THE WAY** campaign. Connect with your church's small group or Sunday School class. Leveraging these networks is how you'll meet—and hopefully exceed—your fundraising goals.
- You won't have the phone number of all your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. This is not a group text! Take the time to send individual (copied and pasted) texts to each one.
- Check out the premade social media posts and emails we have in this **LIGHT THE WAY** fundraising Toolkit to help make it easy. Tweak the wording, make it your own, and share your passion with boldness as you reach out to your friends, family, colleagues, peers, and network!

### **HOT TIP:**

*Get personal and select a handful of your closest family and friends to reach out to as you announce your **LIGHT THE WAY** fundraising campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause. And don't forget to pray for results. This is God's work and He's promised to bless your efforts to grow it! (John 14:13)*

## HOW OFTEN SHOULD I COMMUNICATE WITH MY NETWORK?

- There are five absolute times you should communicate with your network during a **LIGHT THE WAY** fundraising campaign:
  - When your campaign launches
  - At the halfway point of the campaign or when you are midway to your goal
  - During the final push of the campaign
  - When your campaign ends, or your goal is reached
  - Thank you to your supporters and those who helped

## HOW OFTEN SHOULD I COMMUNICATE WITH MY NETWORK? (cont'd)

- We recommend maintaining momentum between each of these main milestone communications with one to two social media posts per week and one weekly email to help keep your campaign top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.
- During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!
- When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages.

### **HOT TIP:**

*Phoenix Rescue Mission's blog is chock full of testimonials and stories about the impact of our work. Sharing a story of a transformed life will help your network connect to the cause without feeling overwhelmed with communication. Visit the Blog at [www.phoenixrescuemission.org/blog](http://www.phoenixrescuemission.org/blog)*

## THE IMPACT YOUR DOLLARS CAN HAVE AT PHOENIX RESCUE MISSION:

**\$25** Provides a Meal and Hope to 13 People

**\$50** Delivers 31 Hope Tote Personal Hygiene Kits

**\$100** Empowers 1 of our Hope Coach Street Outreach Teams for a day

**\$250** Provides 1 week of shelter for a man or woman in our Intake Program

**\$500** Sponsors 10 clients in our homeless Will Work programs for a day

# READY, SET, LIGHT THE WAY!

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Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence! We've included pre-written communications for you to use at every major campaign milestone to make your fundraising journey easy. Copy, paste, make it your own, and start fundraising.



If you are viewing a printed toolkit, visit [phxmission.org/lighttheway](http://phxmission.org/lighttheway) to view the PDF and copy and paste these pre-written messages!

# ANNOUNCEMENT #1

## ANNOUNCEMENT #1: CAMPAIGN

- Send: Right after you've completed setting up your **LIGHT THE WAY** fundraising page.
- The purpose of this announcement is to let your online network (In Real Life & social media friends, family, peers, colleagues, neighbors, former Spanish teacher, etc.) know that you've signed on to raise funds for Phoenix Rescue Mission, why it's near and dear to your heart, and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

### EMAIL:

**Subject Line:** Let's raise some dough together for a good cause

**Body:**

Hey, [Name]! I hope this finds you well. I've got great news! I've signed on to become a supporter of Phoenix Rescue Mission and could really use your help. I'm committed to helping Phoenix Rescue Mission raise [\$Goal] to help provide life-transforming solutions to those who are struggling in our community. Every donation, large or small, makes a difference!

I know your heart matches mine when it comes to helping the homeless and hungry. Will you join me? It's easy! Just visit my fundraising page at [your LIGHT THE WAY link] and make a donation today. It's a great way to make a difference and live out Matthew 25 at the same time!

*"For I was hungry and you gave me food, I was thirsty and you gave me drink." ~ Matthew 25:35 ESV*

If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising site of your own, set your personal fundraising goal, and start spreading the news! You can do that by going to: [www.phxmission.org/lighttheway](http://www.phxmission.org/lighttheway)

Can't donate or become a supporter? No worries. I just ask one thing: forward this email to your friends and family to help me get the word out.

Thanks so much for your support and God bless!

### TWITTER:

Hey friends, I've signed on to help @phxmission raise funds to provide life-transforming solutions for those hurting. Help make a lasting impact by donating today: [your LIGHT THE WAY link] #LightTheWay

### FACEBOOK:

Hey friends, I've signed on to help @phxmission raise funds to provide life-transforming solutions for the hurting on the streets. Will you help me reach out in love and make a lasting impact? Please share with your friends and family and donate today: [your LIGHT THE WAY link] #LightTheWay

### TEXT MESSAGE:

[Name], I've signed on to help Phoenix Rescue Mission raise \$XX to provide life-transforming solutions for the hurting on the streets. Please help by donating today: [your LIGHT THE WAY link]

# ANNOUNCEMENT #2

## ANNOUNCEMENT #2: MIDWAY GOAL

- Send: When you're halfway to meeting your fundraising goal or halfway through your campaign.
- The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals or halfway through your campaign and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

### EMAIL:

**Subject Line:** Ohhh, we're halfway there—\$XX more to go!

#### Body:

[Name], I've got great news—I'm halfway to reaching my personal fundraising goal of [Goal Amount] raised for Phoenix Rescue Mission! Pretty amazing, right? All the money raised will help Phoenix Rescue Mission provide Christ-centered, life-transforming solutions to persons facing hunger, homelessness, addiction, and trauma. Will you help me move the needle forward with a donation? Visit [Campaign Site Link] today.

*"I press on toward the goal for the prize of the upward call of God in Christ Jesus." ~ Philippians 3:14 ESV*

If Phoenix Rescue Mission's cause is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page. Together, we can help transform even more lives! Plus, it's a great way to put your social media networks to work for a good cause (but keep those cat memes coming, please!). You can start your own fundraising page here: [www.phxmission.org/lighttheway](http://www.phxmission.org/lighttheway)

Thank you!

### TWITTER:

Ohhh, we're halfway there—only \$XX more to go to meet my fundraising goal to help @phxmission provide life-transforming solutions to those hurting. Please help me move the needle forward by donating today: [your LIGHT THE WAY link] #LightTheWay

### FACEBOOK:

Ohhh, we're halfway there—only \$XX more to go to meet my fundraising goal to help @phxmission provide life-transforming solutions to those hurting. Help me get all the way there and share/donate today: [your LIGHT THE WAY link] #LightTheWay

### TEXT MESSAGE:

[Name], guess what? I'm halfway to meeting my fundraising goals for Phoenix Rescue Mission! If you can help me cross the finish line, just visit: [your LIGHT THE WAY link] God Bless!

# ANNOUNCEMENT #3

## ANNOUNCEMENT #3: LAST PUSH

- Send: One (1) day before the fundraiser ends.
- The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

### EMAIL:

**Subject Line:** I'm close to my goal—will you help me reach it?

**Body:**

Hi [Name]! Believe it or not, I've raised [Amount Raised] for Phoenix Rescue Mission to help them provide Christ-centered, life-transforming solutions to persons facing hunger, homelessness, addiction, and trauma and I'm only [\$XX] away from reaching my fundraising goal. If you haven't donated yet, please donate now!

*"As for you, brothers, do not grow weary in doing good." ~ II Thessalonians 3:13 ESV*

If you've already donated, consider one more gift: share this link [your LIGHT THE WAY link] with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

### TWITTER:

I've already raised \$XX to help @phxmission reach its fundraising goals! There's only one day left, and I need your help. Share/Donate now! [your LIGHT THE WAY link] #LightTheWay

### FACEBOOK:

I've already raised \$XX to help @phxmission reach its fundraising goals! There's only one day left, and I need your help. Share/donate now! [your LIGHT THE WAY link] #LightTheWay

### TEXT MESSAGE:

[Name], I've already raised \$XX to help Phoenix Rescue Mission and my goal is almost reached. There's one day left, and I need your help. Donate now! [your LIGHT THE WAY link]

# ANNOUNCEMENT #4

## ANNOUNCEMENT #4: GOAL REACHED OR CAMPAIGN END

- Send: When the campaign ends or you've hit your final goal.
- The purpose of this is to let your network know that the campaign has ended and/or you've reached your final **LIGHT THE WAY** fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

### EMAIL:

**Subject Line:** God is good! We did it!

**Body:**

[Name], with your help and support, we raised [\$XX] for Phoenix Rescue Mission! I can't thank you enough for your faithfulness in serving the "least of these." Phoenix Rescue Mission will now be able to provide Christ-centered, life-transforming solutions to persons facing hunger, homelessness, addiction, and trauma—that's a huge deal. I hope you feel good about your contribution because I sure appreciate it. Your generosity will have a kingdom impact!

I hope we can continue to help organizations like Phoenix Rescue Mission reach their fundraising goals. Changing our community and transforming lives happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

### TWITTER:

God is good! Thank you all who helped me reach my fundraising goal of \$XX for @phxmission. What a blessing to be able to make a difference together. [your LIGHT THE WAY link]  
#LightTheWay

### FACEBOOK:

God is good! We did it! Thank you all who helped me reach my fundraising goal of \$XX for @phxmission. Changing our community and transforming lives happens one person at a time. What a blessing to be able to make a difference together. Look what we did: [your LIGHT THE WAY link]  
#LightTheWay

### TEXT MESSAGE:

[Name], God is good! I've reached my fundraising goal of \$XX for Phoenix Rescue Mission. What a blessing to be able to make a difference together. Look what we did: [your LIGHT THE WAY link]

# ANNOUNCEMENT #5

## ANNOUNCEMENT #5: THANK YOU LETTER

- Send: One (1) week after the campaign has ended.
- The purpose is to thank everyone who helped support you in reaching your **LIGHT THE WAY** fundraising goals with a personal message.

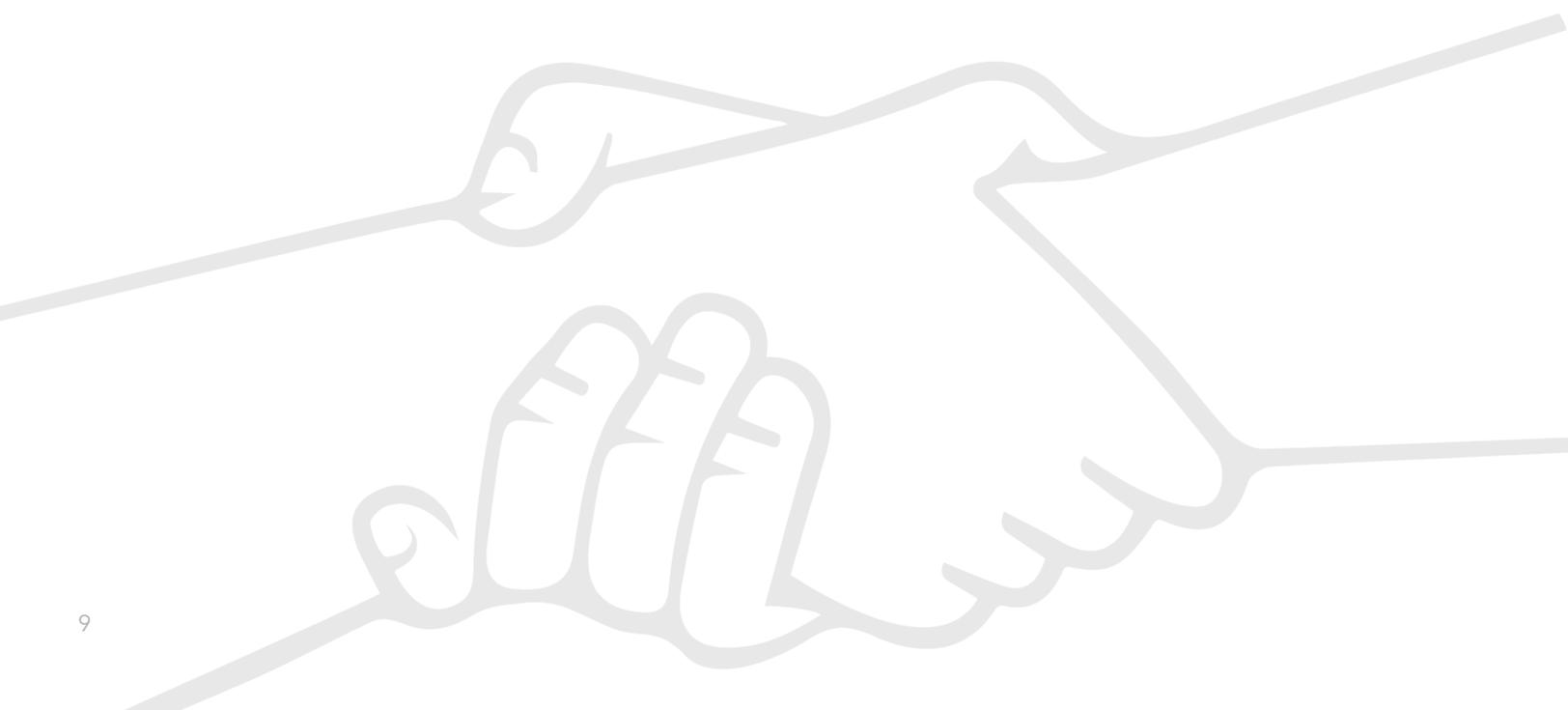
### LETTER:

Dear [Supporter Name],

We serve a BIG God! Thanks to your support, we met my fundraising goal of \$XX for Phoenix Rescue Mission. They're now one step closer to achieving their mission of providing Christ-centered, life-transforming solutions to persons facing hunger, homelessness, addiction, and trauma. What a blessing!

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to God's providence and your generous hearts. Thank you for your help raising money to advance the gospel work of Phoenix Rescue Mission. I hope you feel great about your contribution because I couldn't have done it without you.

God is GOOD!





# THANK YOU

Thank you so much for taking the time to spread the word about Phoenix Rescue Mission's work and for fundraising on our behalf through a LIGHT THE WAY fundraiser. By letting your light shine, you've undoubtedly inspired others to take their own step of faith and do the same. Know that every dollar you raised helps provide Christ-centered, life-transforming solutions to persons facing hunger, homelessness, addiction, trauma and more. Our city is a brighter place because of you! We appreciate you and look forward to continuing this meaningful partnership for years to come!

*"Now to him who is able to do far more abundantly than all that we ask or think, according to the power at work within us, to him be glory in the church and in Christ Jesus through all generations, forever and ever. Amen." ~ Ephesians 3:20-21 ESV*

## MORE INFORMATION:

The Phoenix Rescue Mission is a place of hope, healing, and new beginnings for men, women, and children in our community struggling with homelessness, addiction, and trauma.

For more Phoenix Rescue Mission digital fundraising help, please visit our Phoenix Rescue Mission Peer-to-Peer FAQs page here:

[www.phxmission.org/lighttheway](http://www.phxmission.org/lighttheway)

Or contact us for any questions or support you may need at [lighttheway@phxmission.org](mailto:lighttheway@phxmission.org).



**MATTHEW 25**  
CHALLENGE



**Phoenix Rescue Mission™**  
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