



Phoenix Rescue Mission  
Transforming lives. Transforming our city.



# LIGHT THE WAY TOOLKIT

## WELCOME TO YOUR LIGHT THE WAY FUNDRAISING TOOLKIT!

We're thankful for your unwavering support of Phoenix Rescue Mission and are thrilled that you've decided to make an even bigger impact by becoming a light for our community and fundraising on our behalf. By deciding to become a fundraiser, that means you're taking the partnership to the next level: introducing us to your friends and family. That's a big deal! To ensure you're equipped with all the right tools, tips, and tricks, we've created this LIGHT THE WAY Fundraising Toolkit to get you started and set you on the right path.

Whether you're new to fundraising or are a social fundraising master, this LIGHT THE WAY Fundraising Toolkit will help you raise funds for Phoenix Rescue Mission in an easy and authentic way. We want your fundraising journey to be simple and fun, so this guide is designed to walk you through creating a successful supporter-powered fundraising campaign.

The Phoenix Rescue Mission is a 501(c)(3) nonprofit organization and is funded almost entirely by individuals, churches, businesses, foundations, and organizations like yours. We have more than six decades of proven history bringing hope, healing, and new beginnings to the hurting in our community. Currently, seventy-six cents of every dollar spent goes directly to programs and services. We could not do this critical work without the help of people like you!

Get ready to raise some funds for a good cause and help change a life!

# GETTING STARTED: SET UP YOUR FUNDRAISING PAGE



## CHOOSE YOUR FUNDRAISER:

Go to [phxmission.org/lighttheway](https://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!

- Feeling a bit nervous about going big or going home? Start with an amount that feels doable! Research suggests that an initial goal of \$200 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.
- Fearless and ready to dive into the deep end? Set your big, hairy, audacious goal from the beginning and shout it to the world!

## HOT TIP:

*To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.*

## 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 make it as impactful as possible.

- 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. And don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.

## PERSONALIZE YOUR PAGE:

If you want to make your LIGHT THE WAY page your own, you can:

- 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



Your LIGHT THE WAY fundraising page leverages the power of your social network to meet your goals and help move Phoenix Rescue Mission closer to our mission. The success of your fundraising campaign depends heavily on the amount and ways that you're sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

## WHAT'S THE BEST WAY TO SHARE?

- Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, LinkedIn, or social media of your choice, in addition to your own personal email list, is at the heart of every LIGHT THE WAY campaign. 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. Don't inflict the poison that is group texting on these people. 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 walk in 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.*

## 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 [phxmission.org/blog](http://phxmission.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, 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!

Are you down to make a lasting impact in the lives of those experiencing homelessness and hunger? Please visit my fundraising page at [your LIGHT THE WAY link] and make a donation today!

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

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to help me get the word out.

Thanks so much for your support!

### TWITTER:

Hey friends, I've signed on to help @phxmission raise funds to help them 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 help them provide life-transforming solutions for those hurting. Are you down to help 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 help them provide life-transforming solutions for the hurting. 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 awesome, 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.

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 to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause (but keep those cat memes coming, please!). You can start your own fundraising page here: [phxmission.org/lighttheway](http://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! Please help by donating today: [your LIGHT THE WAY link]

# 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!

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. 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:** We did it!

**Body:**

[Name], with your help and support, I raised [\$XX] for Phoenix Rescue Mission! I can't thank you enough. 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.

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:

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @phxmission. I'm thrilled we were able to make a difference together. Look what we did: [your LIGHT THE WAY link] #LightTheWay

### FACEBOOK:

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, so I'm thrilled we were able to make a difference together. Look what we did: [your LIGHT THE WAY link] #LightTheWay

### TEXT MESSAGE:

[Name], thank you! I've reached my fundraising goal of \$XX for Phoenix Rescue Mission. I'm thrilled we could 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:

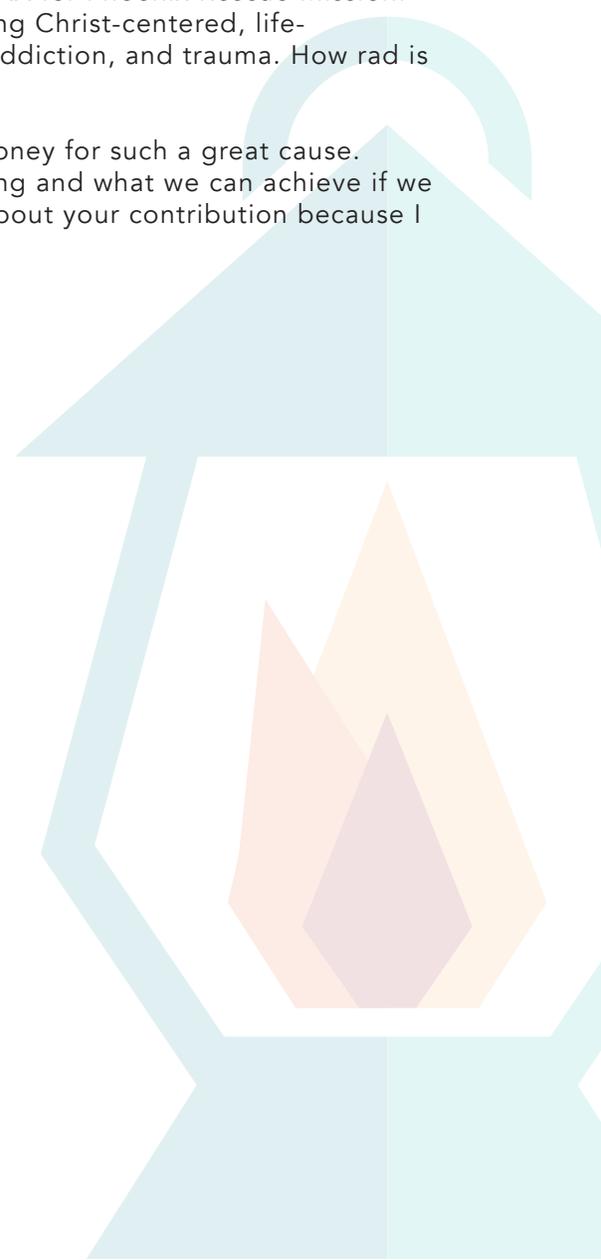
Dear [Supporter Name],

We did it! Thanks to your support, I 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. How rad is that?

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 the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future.

Until then, cheers!





# 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. Every dollar raised moves us closer to fulfilling our mission of providing Christ-centered, life-transforming solutions to persons facing hunger, homelessness, addiction, and trauma and helps us continue to make a lasting impact. We appreciate you and look forward to continuing this meaningful partnership for years to come!

## **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:  
[phxmission.org/lighttheway](http://phxmission.org/lighttheway)

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



**LIGHT  
THE WAY**



**Phoenix Rescue Mission™**  
Transforming lives. Transforming our city.

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