



**Facing
Forward**
to end homelessness

GIVING
TUESDAY
2024

AMBASSADOR TOOLKIT

Thank you for becoming an ambassador for Facing Forward!

This past year, thanks to fundraising efforts like Giving Tuesday, Facing Forward served nearly 3,000 children and adults in our community! With your support, we can continue to end the cycle of homelessness for generations to come.

Let's make this our best Giving Tuesday yet!

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CAMPAIGN INFO

WHAT

Created in 2012, **Giving Tuesday** is a global day of giving that inspires hundreds of millions of people to give, volunteer, collaborate, and celebrate generosity.

WHEN

This year, Giving Tuesday falls on **December 3rd**. We recommend sharing the link to donate up to a week in advance but feel free to share sooner if you'd like!

OUR GOAL

This year we hope to raise **\$80,000**, with your support!

BEING AN AMBASSADOR

Help us raise awareness and funds toward our \$80k goal during this exciting day of giving. Here's how:

1. Create your personal fundraising page or use our main fundraising URL:
<http://www.mightycause.com/FacingForwardGT24>
2. Spread the word via social media and email on the day of and in the days leading up to December 3rd! (sample emails & social media posts included in this guide)
3. Make a donation on Giving Tuesday

Questions? Contact Marilyn Salazar at marilyn@ffchicago.org or (312) 925-9738

CREATING YOUR PERSONAL FUNDRAISING PAGE

1. Visit <http://www.mightycause.com/FacingForwardGT24>
2. Select **JOIN THIS EVENT**



3. **LOG IN** to an existing account **OR SIGN UP** by following the instructions
NOTE: If signing up, check your inbox (or junk mail) for the verification email.

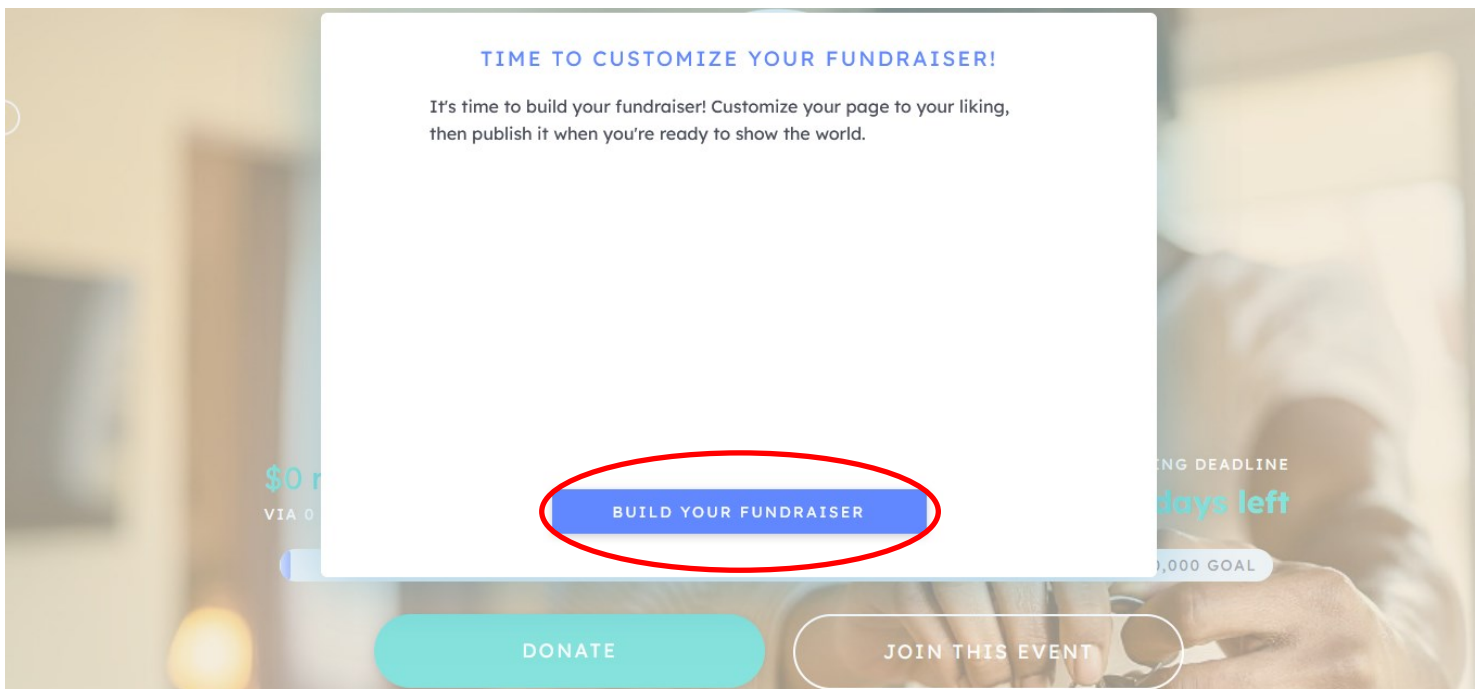
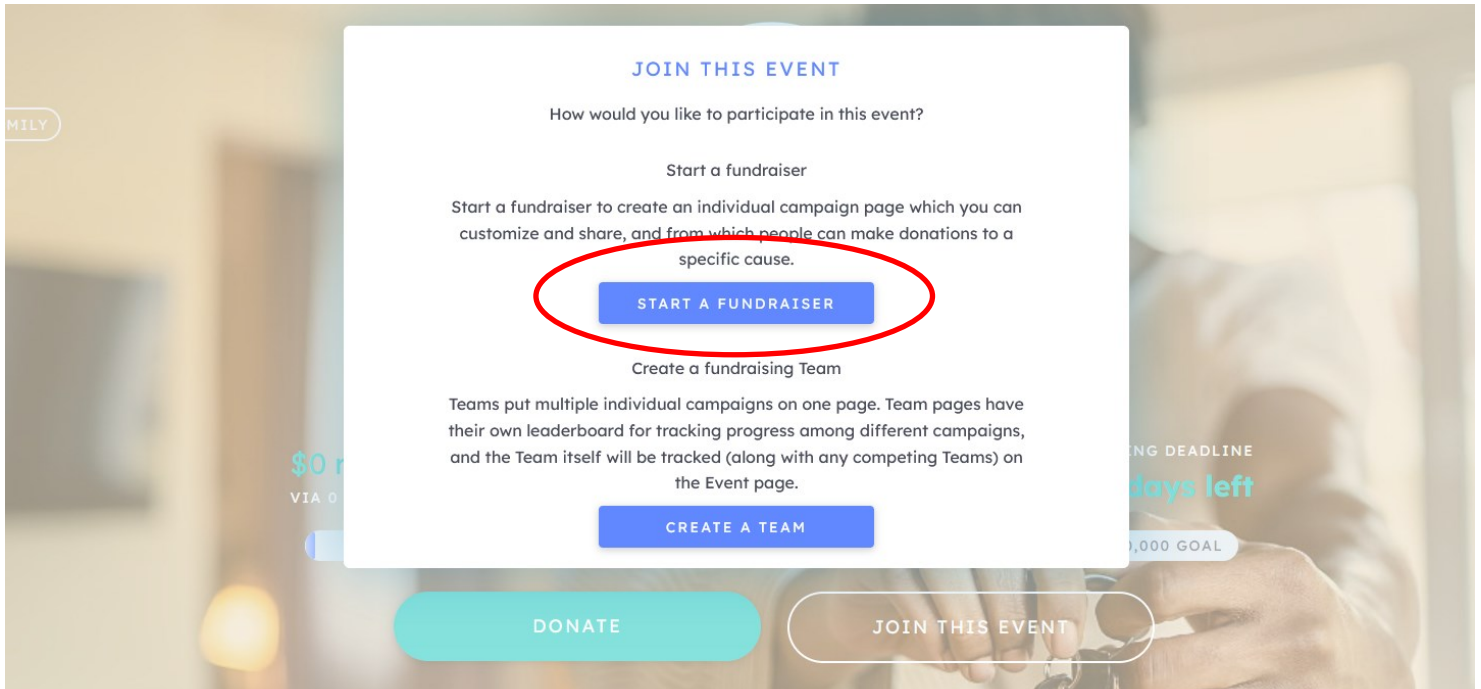
A screenshot of the Mighty Cause login and sign-up page. The page has a clean, white background. At the top center is the Mighty Cause logo. Below the logo, the text 'Log in or sign up' is displayed. There are two buttons: 'USE GOOGLE' and 'USE FACEBOOK'. Below these buttons is the text 'OR'. At the bottom, there is an email input field with an envelope icon and a 'CONTINUE' button.

CREATING YOUR PERSONAL FUNDRAISING PAGE

4. Select **START A FUNDRAISER**

5. Select **BUILD YOUR FUNDRAISER**

To create a page for your company, school, faith-based organization or other group, please contact marilyn@ffchicago.org

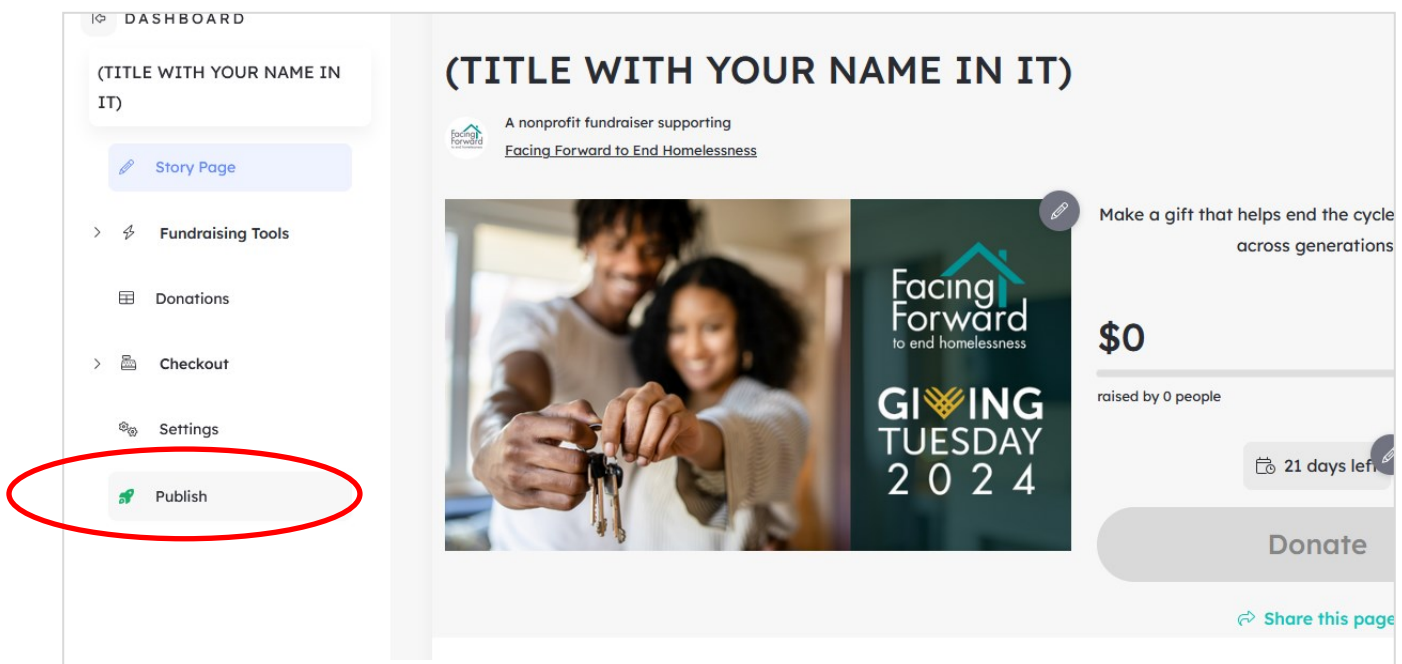
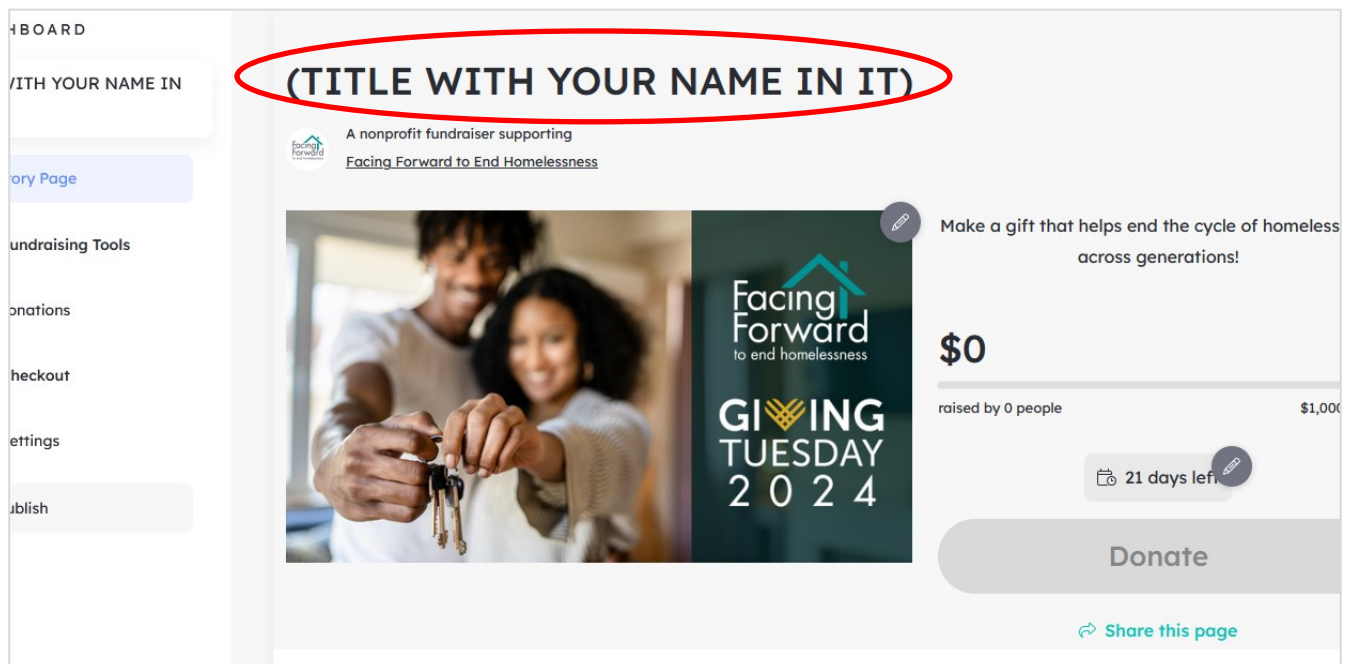


CREATING YOUR PERSONAL FUNDRAISING PAGE

- 5. Edit your page:** include your first name in your fundraiser title *Optional: Click on the various sections of your page to personalize further. You can change your **fundraising goal** and add reasons why you support Facing Forward to your description.*
- 6. Publish:** click the "Publish" button in the dashboard menu on the left to make your fundraising page live!

YOU ARE NOW READY TO START SHARING YOUR PAGE!

Keep reading for best practices on how and when to share your page.



GETTING THE WORD OUT

SAMPLE EMAILS - STARTING THE CONVERSATION

SAMPLE EMAIL 1: DONATION REQUEST – *send no later than Monday, Dec. 2nd*

SAMPLE SUBJECT LINE: Let's Make a Difference This Giving Tuesday!

Dear Friends and Family,

As you may know, I **[am on the Board of/Associate Board of /work at/a supporter of]** Facing Forward to End Homelessness, a Chicago-based nonprofit dedicated to ending the cycle of homelessness across generations. Through stable housing and comprehensive support services, Facing Forward serves nearly 3,000 children and adults each year, helping them build stable and thriving lives. **[Optional: I'm a passionate supporter of Facing Forward because...]**

This year, we're aiming to make an even bigger impact, but we can't do it alone. December 3rd is Giving Tuesday, and my goal is to raise **[\$1,000]** for Facing Forward!

Donations are open now, so please consider joining me by making a gift here: **[insert link to your fundraising page or our main campaign page]**.

If giving isn't possible right now, you can still make a huge difference by sharing this link on social media or forwarding this email. Every bit of support helps!

Thank you so much for being part of this mission!

[Your Name]

GETTING THE WORD OUT

SAMPLE EMAILS - FOLLOWING UP

SAMPLE EMAIL 2: AN EXTRA BOOST – *send on Giving Tuesday, Dec. 3rd*

Dear Friends and Family,

A HUGE thank you to everyone who has already donated! With **[12]** hours to go, we've raised **\$(xxxxx)!!**

We've seen some incredible support to help families and individuals get back on their feet and move beyond homelessness and there's still time to MAKE YOUR GIFT HERE: **[insert link to your fundraising page or our main campaign page]**

A little more about Facing Forward:

- **HOME:** Facing Forward's first priority is providing families with a safe, stable home to break the cycle of homelessness.
- **HELP:** They pair housing with family-wide services support every generation at every stage of life, from childhood to adulthood.
- **HOPE:** With the help of over 100 service partners and supporters like you and me, each day, Facing Forward is empowering families to envision and achieve their dreams for a brighter future.

Thank you again!

[Your name]

P.S. [Click here to watch Facing Forward client, Shenany, speak about her experience in the program.](#)

SAMPLE EMAIL 3: THANK YOU – *send on Wednesday, Dec. 4th*

Dear Friends,

Thank you to for supporting Facing Forward to End Homelessness on Giving Tuesday! You helped me reach my personal goal and helped the organization reach our \$80,000 campaign goal! Funds raised will help provide connections to housing and life-changing services that help adults build self-sufficiency and end the cycle of homelessness for children.

Much love and many thanks,

[Your name]

GETTING THE WORD OUT

USING SOCIAL MEDIA

Facing Forward will be sharing Giving Tuesday related content leading up to December 3rd. Follow us and be sure to like, and share!

CLICK THE ICONS BELOW TO FOLLOW US AND SHARE:



LinkedIn



Facebook



Instagram

SAMPLE CAPTION FOR A FACEBOOK/INSTAGRAM/LINKEDIN POST (PLEASE TAG US):

Today is #GivingTuesday and I'm fundraising for @Facing Forward to End Homelessness, an organization that provides connections to stable housing, support services, and critical resources for families and individuals experiencing homelessness in Chicago. **[OPTIONAL: This mission is important to me because...]**

My goal is to raise **[\$1,000]** today! Please consider making a gift to support this amazing work. No donation is too small and donations will be matched.

[On Facebook/LinkedIn:]

Make your gift here: **[insert URL to your individual fundraiser or our main campaign page]**

[On Instagram - add URL to your individual fundraiser to your bio]

Make your gift at the link in my bio!

PARTNER WITH US & MAKE A DIFFERENCE

Facing Forward to End Homelessness is a Chicago-based nonprofit dedicated to providing long-term housing and family-wide support services that break the cycle of homelessness across generations.



Financial Contributions & Campaign and Event Sponsorships:

Provide critical funds for programs that serve nearly 3,000 families and individuals each year from low-income backgrounds facing or at risk of homelessness.



Board Service:

Share your expertise in finance, fundraising, marketing, and more, through serving on our Board of Directors, a board committee, or on our Associate Board.



Volunteering:

Our supportive housing programs welcome new families year-round, and essential household and hygiene items are always in high demand! Join one of our existing initiatives or plan your own service project or donation drive with us!

To learn more, please contact Melissa Anson, Director of Development at melissa@ffchicago.org or 773-839-6725.

UPCOMING EVENTS

SCAN THE QR CODE TO LEARN MORE &
CONNECT WITH US ON YOUR FAVORITE CHANNELS!



Trivia Night – November 20th

Join us during Hunger & Homelessness Awareness Week for a fun-filled trivia night fundraiser at Parlay in Lincoln Park! A \$15 suggested donation per player. Teams of 2-6 players recommended!



Giving Tuesday – December 3rd

Make a gift to Facing Forward and provide Home, Help, and Hope on this world-wide day of generosity.



Share the Love Donation Drive – February (month-long)

Give household essentials and cleaning products to provide new clients in our supportive housing programs with all the essentials needed to move into their new homes.



Facing Forward to End Homelessness is a 501(c)3 nonprofit organization. Gifts made to Facing Forward are tax deductible to the full extent of the law.

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