



# FUNDRAISE TO SUPPORT THE DOWNTOWN WOMEN'S CENTER

AUGUST 4 - AUGUST 25

On behalf of the Downtown Women's Center, thank you for helping us work towards our mission of ending women's homelessness in Los Angeles. DWC has never been able to do the critical work we do without people like you.

This month, you will play a huge role in raising much-needed funds to support women in our community and spread the word about DWC's work. From the bottom of our hearts, thank you for joining the Together Housed campaign!

**OUR GOAL** 500 INDIVIDUAL DONATIONS THROUGH PEER-TO-PEER FUNDRAISING BY THE END OF AUGUST

**FUN FACT: PEER-TO-PEER FUNDRAISERS BRING AN AVERAGE OF 5 DONORS TO THE ORGANIZATION!**

## HOW TO SET UP YOUR FUNDRAISING PAGE

1. Go to [www.givebutter.com/together-housed](http://www.givebutter.com/together-housed). Under the cover photo, click the white and blue **FUNDRAISE** button. Create your own team.
2. Type in **YOUR FUNDRAISING GOAL**. This amount is entirely up to you! We're grateful for whatever you raise.
3. Click the **EDIT YOUR STORY** button and share why you're supporting the Downtown Women's Center in the text box that pops up.
4. Click the **COPY LINK** button under your name and **SHARE** your page!

**FUN FACT:** Campaign pages with personal videos raise 15% more than those that don't have videos. Consider adding a video of why you're fundraising to your page!

Anyone who raises \$1,000 or more will receive a campaign t-shirt and a \$15 MADE by DWC gift card!

\*Available for up to 5 people per page



# FUNDRAISING TIMELINE

## AUGUST 4

Set up your peer-to-peer fundraising page!

Email your friends and family members about your fundraising page using the template provided on page 3.

## 3-5 DAYS LATER

Share your fundraising page on social media using our templates.

## 3-5 DAYS LATER

Follow up via text using the template on page 3.

## AUGUST 25TH

The last day of the campaign! Share on social media one last time for any last-minute support.

## SHARING YOUR FUNDRAISING PAGE

We know it can be awkward asking people for donations. However, keep in mind that people want to help the causes that are important to them - just like you!

Sharing information about DWC can empower people to give, so feel free to download and post these social media assets to get the word out! You can also share these videos so people will know what their gifts will go towards.



Giving to your page is easy!  
Venmo, PayPal, and credit card  
are all accepted.

## YOUR IMPACT

NO AMOUNT IS TOO SMALL!  
EVERY GIFT HAS AN IMPACT:

- \$10 =** A SHOWER KIT FOR ONE WOMAN
- \$25 =** A RENTAL APPLICATION FEE
- \$50 =** GROCERIES TO STOCK A FRIDGE
- \$100 =** A LAPTOP FOR VIRTUAL SERVICES
- \$250 =** A 'WELCOME HOME' KIT
- \$500 =** FURNISHINGS FOR A NEW HOME
- \$1,000 =** A SECURITY DEPOSIT

Scroll to the next page to find templates you can copy and paste when sharing your fundraising page!



**PRO TIP** Make sure to heart and comment on your page's donation feed to show your appreciation! ❤️

# COMMUNICATION TEMPLATES

## EMAIL

This month, I'm raising funds for The Downtown Women's Center on a personal fundraising page. I'm passionate about DWC because they're the first and only organization in Los Angeles focused exclusively on serving and empowering women experiencing homelessness and formerly homeless women. The funds go directly to programs that house, employ, and provide immediate services like meals, mental health services, showers, clothing, and case management for women across greater Los Angeles.

Some key highlights about DWC from 2020 are that they were honored as 2020 California Nonprofit of the Year, served over 5,000 women experiencing homelessness, and provided over 260,000 meals in Skid Row. You can find more about them by [watching this video!](#) If you're able to, please help me in raising [insert fundraising **goal** here] by donating directly on my fundraising page [insert fundraising **page link** here]. Thank you so much for your help!

## INSTAGRAM

This month, I'm trying to raise [insert your **\$ goal**] for the Downtown Women's Center as part of their #TogetherHoused campaign. DWC provides critical services to women experiencing homelessness, while connecting them with employment opportunities and permanent housing. Please join me in supporting them by giving to my fundraising page today. Any amount helps! Link in my bio. [Insert your personal fundraising **page's link** in your Instagram bio in the Website section]

## LINKEDIN & FACEBOOK

This month, I'm trying to raise [insert your **\$ goal**] for the Downtown Women's Center as part of their #TogetherHoused campaign. DWC provides critical services to women experiencing homelessness, while connecting them with housing and employment opportunities. Please join me in supporting them by giving to my fundraising page today. Any amount helps! [Insert your personal fundraising **page's link**]

## TEXT MESSAGE

Hey there! Reaching out to invite you to give any amount to my fundraising page for the Downtown Women's Center if you can. These funds will go towards providing housing, employment, and immediate services for women experiencing homelessness in LA. Thank you so much for your help!☺[insert your personal fundraising **page's link**]

## TWITTER

Join me in raising [insert fundraising **goal**] for @DWCweb by donating to my fundraising page! Their #TogetherHoused campaign is raising funds to house, employ, and provide immediate services to women experiencing homelessness in LA. [Insert your personal fundraising **page's link**]

**TAG @DWCWEB ON SOCIAL MEDIA AND SHARE A QUICK VIDEO ABOUT WHY YOU'RE FUNDRAISING FOR DWC THIS MONTH!**

**Prompts for your video:**

- **This month, I am fundraising for the Downtown Women's Center's Together Housed campaign because...**
- **This month, I donated to the Downtown Women's Center's Together Housed campaign because...**
- **I'm asking you to donate to my Together Housed fundraising page for the Downtown Women's Center because...**



**Make sure to use the hashtag #TogetherHoused in your social media posts to help spread the word about the campaign and tag us @DWCweb on all social media platforms!**