

Last-minute Fundraising Tips!



With only a few days before the event, HOW still has a way to go before reaching its goal and we need your help to get there! Below are a couple of last-minute fundraising tips and ideas. The hardest part is simply asking, but you will find that people are eager to make a difference so don't be shy!

Remind your network.

- **Share an update on social media** – let people know how close you are to achieving your goal, share why you are passionate about HOW's work, or post a photo of you getting ready for (or on) the big day!
- **Send a few texts and/or emails** - many have found texting and email to be very effective in reaching targeted groups. By making a more personal ask people are often inclined to help and better understand their impact.

Have a specific ask connected to:

- o **Your goal** – ex: I only need two people to donate \$38 to reach my goal—will you be one of them?
- o **HOW's impact** – ex: \$100 can provide a child with a bed.
- o **A statistic** – ex: There were 16,541 students experiencing homelessness in Chicago Public schools during the '18-'19 school year. A donation of \$16.54 would be a single cent for each student.

Need sample posts/messages? We've got you covered!

- I was never more appreciative for my home than over the course of the last year. That's why I'm raising funds for HOW this Sunday by (insert your activity). I'm still (amount) short of my fundraising goal—help me get there and! #5kyourway #HOW5kplus
- Today is the day! I'm so excited to get active and raise funds for a spectacular cause along the way. I am still (amount) away from reaching my goal need your support to help families and individuals across the city remain stably housed. Please donate if you're able—any amount will have an impact!
- Who has 2 legs, good intentions, and is participating in a 5K for families transitioning out of homelessness? This person! Support me as I sweat it out and donate now!

Don't forget to share your story and photos with HOW the day of the event. You can connect with us on any of the following platforms: [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#)