

NOVEMBER 12, 2022

NEW LOCATION:

Percy Warner Park, 7199 Highway 100

BENEFITING



2022 COMMUNICATIONS TOOL KIT



HIKE
for SAFE HAVEN

COMMUNICATION & FUNDRAISING TOOL KIT

OVERVIEW:

We are excited for you to be a part of the 18th annual Hike for Safe Haven! In this tool kit you will find ideas for promoting your team and the event. Also included are ideas to help you fundraise. Thank you for being a part of our efforts to raise \$175,000+!

HIKE FOR SAFE HAVEN WEBSITE:

Create a team, sign up and donate by visiting the Hike website. This is the hub for information and announcements about the event.

hikeforsafehaven.org

HIKE FOR SAFE HAVEN EVENT DESCRIPTION:

Join us to hike for families experiencing homelessness! Safe Haven Family Shelter is gearing up for the 18th annual Hike for Safe Haven, a Nashville favorite for its heavy dose of outdoor fun for friends and family, on Saturday, November 12 at Percy Warner Park (adjacent to Highway 100). This pet and family-friendly event includes hiking on a paved trail, food, live music, children's activities and more! The event is FREE and open to the public, with no entry fee or minimum donation to participate. Hikers who donate \$35 or more will receive a t-shirt, and we encourage hikers to team up and fundraise to increase their impact. Can't attend? HIKE YOUR WAY in your neighborhood, on a trail or on a treadmill. Team up and register at hikeforsafehaven.org.

HIKE FOR SAFE HAVEN LOGOS:

Please find the logos for the Hike for Safe Haven event at this [Dropbox link](#).

HIKE FOR SAFE HAVEN HASHTAGS:

#hikeforsafehaven #hikingforfamilies #endfamilyhomelessness #safehavenTN

HIKE FOR SAFE HAVEN STAFF CONTACTS:

- EVENT & SPONSORSHIP INFO: Tinti Moffat, tmoffat@safehaven.org
- PR/MEDIA/SOCIAL MEDIA/PROMOTIONS: Stacy Nunnally, snunnally@safehaven.org



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IDEAS FOR PROMOTING YOUR HIKE TEAM:

- **Post on social media.** Be sure to include your hike team link and why you are supporting Safe Haven Family Shelter. Include a call to action to join your team, donate or share. Share multiple times leading up to the hike. Tag friends and family in your post. See sample social media posts on the following pages in this tool kit.
- **Send an email to your colleagues, family and friends.** Be sure to include your hike team link and why you are supporting Safe Haven. Include a call to action to join your team and/or donate. Remember, people do not have to participate in the event to support it with a donation. See a sample email on the following pages in this tool kit.
- **Hold a 15-minute virtual info session.** Hold one for your work colleagues, fellow organization members or for family and friends. Tell everyone about the event, why you support Safe Haven, and ask them to join your team, donate and share. Get creative by expanding the time and hosting a virtual or in-person happy hour or game night to promote the Hike.
- **Submit to a e-newsletter.** Send in a blurb to your company, religious or community organization's e-newsletter. Be sure to include your hike link and calls to action to join, donate and share.
- **Post in an online group.** Share your hike link in online groups on Facebook, LinkedIn, Meetup and more. Be sure to include your hike team link and why you are supporting Safe Haven Family Shelter. Include a call to action to join your team, donate or share.
- **Create a sign for your yard or business.** Get creative and design a sign to promote the Hike and your team.



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TEAM LINK AND/OR INDIVIDUAL LINK:




Be sure to record your team link and/or individual fundraising page link to use in your emails and social media. This ensures donations are credited to your team or individual page.

SAMPLE SOCIAL MEDIA POSTS:




Sample text for teams is included below. If you are promoting an individual fundraising page (on your own or as a member of a team), you can edit the text as needed to reflect that.

Sample Facebook/Instagram/LinkedIn Posts:

For Instagram posts, include your Hike link in your bio.

-  I am Hiking for Safe Haven on November 12 to benefit Safe Haven Family Shelter. Please join our team and/or make a donation to support this effort! Every dollar we raise makes a positive impact on families experiencing homelessness. **PASTE TEAM LINK HERE**
-  Did you know that families with children make up over 30% of the homeless population? That is why I am Hiking for Safe Haven on November 12 to benefit Safe Haven Family Shelter. Help me raise money to make a difference in the lives of families experiencing homelessness. You can join the team and/or make a donation here: **PASTE TEAM LINK HERE**. If you can't join us on November 12, please make a donation to help. Thanks for your support!
-  What are you doing November 12? Join us for the 18th annual Hike for Safe Haven. Safe Haven is the premier shelter-to-housing program in our area that accommodates families experiencing homelessness. We are asking family, friends and colleagues to donate to our Hike Team so that, together, we can make a positive impact on the lives of families experiencing homelessness! **PASTE TEAM LINK HERE**

Sample Tweets:

-  Join our @SafeHavenTN #HikeforSafeHaven team & make a donation. Let's make a difference in the lives of a family experiencing homelessness. **PASTE TEAM LINK HERE**
-  I am Hiking for Safe Haven on Nov. 12 to benefit families experiencing homelessness. Join us and/or make a donation to our team: **PASTE TEAM LINK HERE**
-  We can make a positive impact in the lives of families experiencing homelessness. Donate to our #hikeforsafehaven team & join us Nov. 12. **PASTE TEAM LINK HERE**

SOCIAL MEDIA GRAPHICS:

[Click here to download graphics that can be used with your social media posts.](#)





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SAMPLE EMAILS:

Sample Email Text #1 (edit to personalize with your Team name, link and goals):

I am Hiking for Safe Haven on November 12 to benefit Safe Haven Family Shelter, an organization that works with families experiencing homelessness. Please join my team, **TEAM NAME HERE**, or make a donation to support the team. There is no participation fee or minimum donation required, but I have set a team goal of **YOUR GOAL HERE**. Each person who participates in the Hike on November 12 and who donates at least \$35 is eligible for a Hike for Safe Haven t-shirt. Even if you cannot actually hike on November 12, you can still make a donation to support our team. Our individual donations add up to make a BIG IMPACT! Be sure to encourage your coworkers, friends and family to sign up for the team and/or make a donation to support our team. **PASTE LINK TO YOUR TEAM or INDIVIDUAL PAGE HERE**

Optional 'About Safe Haven' info

The Hike for Safe Haven benefits [Safe Haven Family Shelter](http://www.safehaven.org), the premier shelter-to-housing program of its kind in Middle Tennessee that accepts the entire family experiencing homeless. Safe Haven leads our community's efforts to house, support, empower and advocate for families experiencing homelessness. The Hike for Safe Haven is an opportunity for our donations add up to make a BIG IMPACT, raising more money for Safe Haven than we ever could alone! To learn more about Safe Haven Family Shelter, please visit www.safehaven.org.

Sample Email Text #2 (edit to personalize with your Team name, link and goals):

I know it's hard to do, but can you imagine what it would be like for your family to lose the stability of a place to call home? For many families in our community, this is a reality.

[Safe Haven Family Shelter](http://www.safehaven.org) is the premier program in Middle Tennessee that keeps families together and provides much needed support. As a supporter, I know the impact of their work and am proud to support their mission.

I would like for you to join me in supporting Safe Haven through the 18th annual Hike for Safe Haven on November 12 at Percy Warner Park. Even if you cannot make it in person, you can make a donation and/or participate virtually.

The event is opportunity for our individual donations to add up to make a BIG IMPACT, raising more money for Safe Haven than we ever could alone!

Please make a donation (and/or sign up) on my page: **PASTE LINK TO YOUR TEAM OR INDIVIDUAL LINK HERE**

Thank you for your friendship and support.

Be sure to personalize the email with your Hike link and add your own reasons for supporting Safe Haven!



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FUNDRAISING IDEAS:

- **Set a goal.** Let people know your fundraising goal and that you need their help to achieve it.
- **Post on Social Media.** You will be surprised how a couple posts on social media will prompt donations. Personalize your posts with your hike link and why you are supporting Safe Haven.
- **Send an Email.** Create a personalized email to friends, family and colleagues to let them know why you are supporting Safe Haven and encouraging them to donate.
- **Issue a challenge.** Encourage others to participate and donate by challenging them on social media. Tag your friends, family and colleagues.
- **Offer a reward if you meet your goal.** Offer something you will do or give if you reach your fundraising goal. The reward is up to you and should be something that would cause your friends to donate. Some examples of what you could do if you meet your fundraising goal include: sharing a photo of you from childhood, hosting a game night for all that donated, do a dance challenge on Tik Tok, etc.
- **Hold a yard sale.** Clean out all that clutter and benefit Safe Haven. Host a yard sale with the proceeds going to your hike team/link.
- **Host a bake sale.** Have a talent for baking and friends with a sweet tooth? Bake your favorite treat and sell them to benefit your Hike team and Safe Haven.
- **Matching Gifts.** Find out if your company offers a matching gift for donations. If so, be sure to let your donors know that their gift will be doubled. Or if you have a donor that can match gifts, leverage that to encourage people to donate to you team/link.
- **Host a Happy Hour or Game Night.** Bring your friends and family together in person or virtually for some socially distanced fun. Include some info about Safe Haven and the Hike for Safe Haven. Encourage guests to sign up and donate.



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ABOUT SAFE HAVEN FAMILY SHELTER:

For 38 years, Safe Haven has served as the premier shelter-to-housing program in Middle Tennessee that accommodates families experiencing homelessness. Safe Haven leads our community's efforts to house, support, empower and advocate for families, allowing them to stay together. Transformative services focused on housing and employment provide families with the resources to become self-sufficient and successful. For more information, visit safehaven.org.

SAFE HAVEN FAMILY SHELTER MISSION:

Safe Haven Family Shelter leads our community's efforts to house, support, empower and advocate for families experiencing homelessness.

SAFE HAVEN LOGOS:

Please find the logos for Safe Haven Family Shelter at this [Dropbox link](#).

SAFE HAVEN INFO:

- We keep families experiencing homelessness together and move them into housing as soon as possible. Our housing first model, coupled with wraparound services, is designed to give families the necessary tools to achieve lasting self-sufficiency, stable employment, and secured housing.
- In addition to housing families, Safe Haven provides employment assistance, educational/enrichment programs for children, and additional resources to meet critical needs.
- Through shelter and housing programs, Safe Haven can serve 150 families at a time, and nearly 300 families annually.
- Safe Haven keeps families together and accepts couples with children, single parent families and multi-generational families with children up to 18 years of age.
- In 2021, Safe Haven served 273 families and housed over 120 families.
- Families experiencing homelessness are especially vulnerable during this time, and together we can help Safe Haven continue to house, support, empower and advocate for them.

GENERAL STATS ABOUT FAMILIES EXPERIENCING HOMELESSNESS

- 1 in every 45 children in the U.S. are homeless each year. That is 2 million children.
- 1 out of 5 homeless children are separated from their immediate family members at some point.
- Homeless children are 8 times more likely to be asked to repeat a grade, 4 times more likely to have developmental delays, and 2 times more likely to have learning disabilities.

SAFE HAVEN FAMILY SHELTER WEBSITE AND SOCIAL MEDIA OUTLETS:

- Safe Haven website: www.safehaven.org
- Facebook: <https://www.facebook.com/safehaven/>
- Instagram: <https://www.instagram.com/safehaventn/> @safehaventn
- Twitter: <https://twitter.com/safehaventn> @safehaventn
- LinkedIn: <https://www.linkedin.com/company/safe-haven-family-shelter>



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STAY IN COMMUNICATION:

Stay in touch with your donors and supporters by sending updates on the progress towards your goal and other information about the event. You can do this on social media, text, email or by updating the status on your Hike Team or Individual page.

SAY THANK YOU:

The most important communication you will have with those supporting your team and fundraising efforts is saying thank you! Send personalized emails, texts or even a thank you note. Post general thanks on social media and also tag your supporters.

PARTICIPATING IN THE EVENT:

Anyone who donates will be asked a question on the donation form if they plan to attend the event in person on November 12. We will be in communication with all who are attending with details about the event including info about parking, what to bring, etc. Hikers who donate \$35 or more can pick up a Hike t-shirt at the event on November 12.

Whether participating in person or virtually, we hope that participants will share photos and videos on social media, flooding feeds with Hike for Safe Haven posts! These posts will be a visual reminder that we are all connected by the goal to make a positive impact on the lives of families experiencing homelessness.