

## Employee Giving Campaign Promotional Tool Kit

### Social posts

**FB 1:** How important is it to you to have a home? Now imagine what it's like for working families with children to experience homelessness. It's happening every day. 50% of the homeless population in Boulder County are families with children. Help me raise money for [Emergency Family Assistance Association](#) to provide housing to homeless families while they get back on their feet to build a brighter future for their children. [Link to donation page](#)

**FB 2:** Did you know 1,000 school-aged children register as experiencing homelessness in Boulder County each year? Or that 1 in 4 households in the county don't make enough to make ends meet? Despite the belief that Boulder County is a community of abundant affluence, poverty is and has always been a local issue. WE CAN MAKE A DIFFERENCE! Help me reach my goal of raising \$\_\_\_\_\_ for [Emergency Family Assistance Association](#) to combat child poverty in our community. [Link to donation page](#)

**T 1:** Help me raise funds for [Emergency Family Assistance Association](#) to provide not just help, but hope to local families in need of food, housing and direct financial assistance. [Link to donation page](#)

**T 2:** Did you know that 40,000 people in Boulder County face food insecurity? Help me reach my goal of \$\_\_\_\_\_ for [Emergency Family Assistance Association](#) to ensure no one goes hungry in our community! [Link to donation page](#)

**FB/T:** What's your good deed been for the day? Coming up short? Make a donation to my fundraising campaign for [Emergency Family Assistance Association](#) to help empower local families to thrive by providing critical services like food, housing and direct financial assistance! [Link to donation page](#)

### ALL STAFF EMAILS – Beginning of campaign

#### Email #1- Campaign Announcement (from coordinator):

Subject: You are invited to make a difference!

When was the last time you had the opportunity to make a true difference for local families struggling to get by in our community? Here is your chance. [\(Company\)](#) is teaming up with Emergency Family Assistance Association to raise critical funds to empower local families to thrive.

From **(duration of campaign)**, **(Company)** will be encouraging all employees to participate in a company-wide giving campaign and make a difference in the community where we live and work.

This is where we need your help! We are inviting all employees to be part of this fundraising effort. **Company will INSERT COMPANY COMMITMENT/MATCH**. Your role will be to tap into your social networks to **INSERT THE ASK**. Our goal is to raise **INSERT COMPANY GOAL** as a company. Click here to get started **(include link to your fundraising page)!**

[If you are interested, you can learn more about the very real issue of family homelessness facing our community here.](#)

**Encouragement for competition specific to Company goal.**

**Notes on logistics about how this will be coordinated internally in Company.**

#### **Email #2 - follow up (from coordinator):**

Subject: Have you started fundraising for EFAA yet?

We've raised **\$ toward our \$ goal** for [Emergency Family Assistance Association](#) and local families in need. When we meet our goal, we will be able to provide a stable home to a family with children who is experiencing homelessness due to a crisis in their life. Their time in EFAA housing can give them the springboard they need to build a brighter future for their children.

"Thank you for helping my daughter and I have a place to call home. I am now off public assistance and paying for everything on my own. It's such an empowering feeling after you have hit nothing but dead ends for the past two years! None of this would have been possible without the help from EFAA. EFAA allowed me to gain financial freedom without needing public assistance anymore. I am forever grateful! Thank you from the bottom of my heart EFAA for helping my daughter and I!"

Thanks to everyone who has set up their fundraiser. If not and you're ready to start, it's easy:

1. Set up your personal fundraiser here: **Link**.
2. Share the fundraiser with your friends. Here is a graphic and some sample social posts **(include)**

**Encouragement for competition specific to Company goal.**

**Info on who to contact, if they have questions or need help.** Join the team and make a difference!

### **Email #3 – Brief call to action (from leadership)**

Subject: Let's reach our goal of (AMOUNT TO RAISE)!

I am so excited that (COMPANY) is participating in a company-wide giving campaign to raise money for [Emergency Family Assistance Association](#) and families experiencing the crisis of homelessness and poverty. We have a company goal of (AMOUNT) to raise and I just did my part by making a donation.

If you haven't already, take a minute **right now** to make your donation and set up your team or individual fundraising page and invite your friends and family to join the cause! [Link to fundraising page](#)

Let's do this!

### **ALL STAFF EMAILS – End of campaign**

Subject: It's do or die – only (AMOUNT TO GOAL) to go! (from Coordinator)

It's crunch time, folks... We're in the last week of our fundraising challenge for [Emergency Family Assistance Association](#) and we need your help to get to our goal of (GOAL). So far (# OF DONORS) have raised (AMOUNT RAISED). That means we only have (AMOUNT TO GOAL) to go!

Now's the time to make your donation and remind everyone on social media to help you get to your goal. [link to fundraising page](#).

### **Links to EFAA Stats/Info:**

*Strategic Education:*

<https://www.efaa.org/about-efaa/strategic-education/>

*Participant Stories:*

<https://www.efaa.org/about-efaa/our-stories-2/clients/>

<https://www.efaa.org/stories/a-stable-home-a-happy-life/?tm=1556739192>

<https://www.efaa.org/stories/making-impossible-possible/?tm=1556739194>

*EFAA Press Kit:*

<https://www.efaa.org/about-efaa/publications/press/>

Include logos and photos

*EFAA Style Guide:*

<https://www.efaa.org/wp-content/uploads/2018/03/EFAA-Style-Guide-Corrected.pdf>

**Stories/Quotes:**

“Of all the intensity one can be thrown in life, the fate of a child is up there with some of the worst, and to have money woes on top of that was scary, but also a distant murmur behind the volume of our situation. We went to EFAA for funds to cover our rent that month, which afforded us some much needed peace of mind. To have a home to return to when our daughter was ready to be discharged was such a blessing and we could not have done it without the hard work of EFAA employees and the generosity of your donors.”

“I want to share my story so that I can tell everyone who works with EFAA, or supports EFAA that they are helping change the story of generations, not just my family of three. It’s not just about us, right now, but about the future and about opening possibilities for people. EFAA has restored my faith in the goodness of people. Thank you.”