

How to FUNDRAISE

HOPEFEST

9.25.2021

FUNDRAISING
MADE EASY!

Use social media to fundraise!

*Facebook, Instagram, Twitter,
Snapchat, Nextdoor, and more!*

Thank you for supporting victims/survivors in our community through your fundraising efforts. Together, we can raise over \$15,000 to ensure Alexandra House is here when a victim/survivor turns to us for safety, support, and hope. Remember, the #1 reason people give is because someone asks them—so be sure to ask everyone you know!

ASK PERSONALLY

If you have a personal connection to our mission, share it. Connect with donors on a personal level by sharing why you are participating.

ASK EVERYONE

And we mean everyone! Your neighbors, classmates, colleagues, clients, grocer, hair dresser – everyone you know or come across.

ASK BIG

If you ask someone for \$100, you might get \$100, or maybe you'll get \$75 or \$50. Set the bar high and raise as much as you can.

ASK CONFIDENTIALLY

You're not asking for money for yourself. You are asking on behalf of others who may not be able to ask for themselves. The donations will go to support education, prevention, and direct service programs for victims/survivors at Alexandra House.

AN ASK IN 5 EASY STEPS:

- 1. Share the need.** Example: "Every day, 300 Minnesotans suffer at the hands of their abusers and reach out for support and guidance. They are denied. We simply don't have the resources to help everyone in need. With your help, we can help more victims/survivors."
- 2. Explain why it's important to you.** Example: "Domestic and sexual violence is a serious public health problem. Those who experience it are at a higher risk of mental health disorders, chronic diseases and infections. They're also more likely to die."
- 3. Show what you're doing about it.** Example: "I'm walking in HopeFest to spread awareness about domestic and sexual violence - and to raise funds to support victims/survivors!"
- 4. Ask your donor to take a specific action.** Example: "Will you make a \$50 donation to support my goal and the more than 16,000 people impacted by Alexandra House's services every year?"
- 5. Pause and let your donor answer.**

★ FUNDRAISER INFORMATION PACKET ★

WHAT IS HOPEFEST?

HopeFest is one of Alexandra House's signature events that raises awareness about domestic and sexual violence—and funds for Alexandra House. The core principles of HOPEFEST are to raise awareness about domestic and sexual violence, remember those we have lost, and honor the many survivors. The event features include a short program, a 1+ mile walk, kidz dash, family-friendly activities, food, music, and a vendor and exhibitor fair. In the months leading up to HopeFest, teams and individuals raise funds to help Alexandra House achieve its mission to empower victims of domestic and sexual violence and inspire social change through education, support, and advocacy. You are key to the success of HopeFest! We hope this guide will be a helpful resource for raising funds to support victims/survivors and their loved ones. Thank you for your commitment.

WHAT DOES ALEXANDRA HOUSE DO - AND HOW WILL FUNDS BE USED?

Every day, the staff and volunteers at Alexandra House work to end domestic, sexual, and relationship violence as well as elder abuse in our communities. That means we go beyond talking about it—we use all of our resources to keep victims/survivors and their families safe from harm, support them in their struggle to overcome the impact of violence in their lives, and engage our communities in prevention.

Alexandra House is committed to working towards a society free from violence, a society where men, women, and children are safe and can live productive and healthy lives. For over 43 years, Alexandra House has offered victims/survivors and their families the multi-layered support they need to feel safe and protected physically and emotionally. Our work helps victims to find pathways out of domestic violence situations, as well as poverty and, in many cases, homelessness. Furthermore, because we want to break the cycle of violence that passes through generations, we teach children and youth about healthy relationships.

100% of the proceeds from **HopeFest** will support the programs and services offered by Alexandra House to victims/survivors of domestic, sexual, and relationship violence as well as elder abuse. Services include emergency shelter, 24-hour helpline, legal advocacy, hospital advocacy, support groups, housing and supportive services, youth services, basic needs assistance, elder abuse services, and community and professional education.

HOW DONATIONS HELP:

- **\$25**—can help an individual take the first steps towards self-sufficiency by providing transportation to job interviews, support groups, housing and legal appointments.
- **\$50**—allows a student to benefit from a classroom presentation about healthy relationships.
- **\$115**—provides one day of safe housing for one person or child.
- **\$250**—provides a victim/survivor of domestic violence legal representation in obtaining a protection order.
- **\$500**—provides 24 hours of helpline coverage.
- **\$1,000**—offers one individual a new life with assistance for their first month's rent and security deposit for a safe apartment for themselves and their child(ren).
- **\$2,500**—will ensure 15 victims/survivors would have the support of an advocate while at the hospital.

FUNDRAISING RECOGNITION AND PRIZES

- Anyone who creates a fundraising page and secure at least one donation, will be entered into a drawing to win a \$200 Target Gift Card!
- A prize will be awarded for the largest walk team at the event!
- And a prize will be awarded for the top individual fundraiser!

HOW TO GET STARTED

1. First, purchase your admission as an individual, family, or team.
 - **Go to:** <https://tinyurl.com/HopeFestTickets>
2. Set up your fundraising page for you or your team.
 - **Go to:** <https://www.givemn.org/team/Hopefest2021> and select, 'Join this Team' at the top of the page.
3. Set a fundraising goal. Aim high! We suggest a minimum goal of **\$100** per person.
4. Next, and this is the most important part: Recruit friends, family, and co-workers to join your team!
5. Raises funds online via email or social media and in person.
6. Celebrate your success - and be at HopeFest with your team!

EASY STEPS TO FUNDRAISING SUCCESS

- **BE ENTHUSIASTIC**—Whether asking for a donation or someone to join your team, your enthusiasm will be contagious. Friends, family members, co-workers and everyone you know will want to support you.
- **MAKE A LIST**—Make a list of everyone you see or contact on a regular basis. Don't be afraid to ask for a specific amount. Use our list of potential donors in this guide for inspiration! Also ask donors if their employer has a matching gift program. ***Let them know that we have two (2) matching gifts so their donation will be matched dollar-for-dollar up to \$7,500!***
- **MAKE A DONATION**—Your potential donors will appreciate seeing that you have also donated, so consider making your own donation.
- **SAY THANK YOU**—Let your supporters know how grateful we are. Consider sending a handwritten thank-you note or a personal email to say thank you. With their help and yours, we are keeping individuals and families safe, changing the perceptions and acceptance of domestic and sexual violence among victims/survivors, professionals, law enforcement, and community members, and working to prevent violence from occurring.

TEAMS AND TEAM CAPTAINS

Any individual who starts a team is considered the Team Captain. As Team Captain your main responsibilities are to recruit team members and encourage fundraising efforts to help prevent domestic, sexual, and relationship violence in our communities. In addition, you will want to customize your team's fundraising web page, communicate with team members, and be a general **HopeFest** resource. The day of the event, the Team Captain will be responsible for turning in the team's donations (if any were not made online). We'd also encourage you to bring team signage and gather your team for a photograph at the photo booth.

MEETING YOUR FUNDRAISING GOAL

Make the ASK! It's simple, yet so often overlooked, feared or avoided. Before you ask someone for a donation to support your participation in **HopeFest**, remind yourself of all the good that will come from that single donation—it will go to support education, prevention, and direct service programs at Alexandra House. You are not asking someone for a donation for yourself, you are asking on behalf of others who may not be able to ask for themselves. That's what this is all about!

PLUS: There are plenty of creative ways to raise money. Have a fundraising party, create an email campaign, mail out letters, hold a team yard sale, bake sale, or car wash. Try a little bit of everything to help your team reach and exceed its fundraising goal. **Remember: ASK!**

SAMPLE LETTERS

Letters, emails, and personal notes can be extremely powerful. Share your reasons for participating in **HopeFest** and spread your enthusiasm around! Use this sample letter as templates to send to your family, friends, and colleagues. Simply copy and paste into a document or an email!

Sponsor Me and/or My Team Letter

Dear [Name],

Domestic and sexual violence is a serious problem that devastates families and communities worldwide. In Minnesota, it touches too many families. Every day, 300 Minnesotans suffer at the hands of their abusers and reach out for support and guidance. They are denied. Unfortunately, we don't have the resources to help everyone in need.

Growing evidence shows there has been an increase in intimate partner violence during the pandemic—and often, it is more severe. ***Last year, law enforcement in Anoka County responded to over 14,500 domestic-related calls – nearly an 8% increase from the previous year – mirroring what we are seeing nationally.*** Even though we've seen fewer clients seeking shelter than in years past - we know this is an anomaly likely due to victims/survivors inability to escape abusers and report assaults amid stay-at-home orders and lock-downs. At the same time, domestic and sexual violence's most tragic outcomes—murder and severe injury—are on the rise. ***There were 28 homicides in 2020, and there have already been 12 confirmed victims of intimate partner homicide in Minnesota in 2021.***

For over 43 years, Alexandra House has offered survivors and their families the support they need to feel safe and protected physically and emotionally. Its mission is to empower victims of domestic and sexual violence, and inspire social change, through education, support, and advocacy. They provide services that benefit all people impacted or may be impacted by domestic and sexual violence. This includes women, men, youth, children, and members of the community as a whole. Nearly half of the people they serve are between the ages of 0-17, children who require safety, support, and guidance.

Alexandra House's critical work helps victims to not only find pathways out of domestic violence situations, as well as poverty and, in many cases, homelessness. Alexandra House has locations in Blaine and Anoka, and is one of the largest domestic and sexual violence programs in Minnesota—but the **ONLY** one in Anoka County.

Alexandra House offers a multitude of services (free-of-charge), including an emergency shelter, 24-hour helpline, legal advocacy, hospital advocacy, support groups, housing and supportive services, youth services,

basic needs assistance, elder abuse services, and community and professional education. Because...

- 1 in 3 Minnesotan women will experience sexual or domestic violence in their lifetime.
- 1 in 15 children are exposed to intimate partner violence each year; 90% of them are eyewitnesses.
- 1 in 7 women and 1 in 18 men have been stalked by an intimate partner in their lifetime.
- 1 in 4 will experience sexual violence.

On Saturday, September 25th, Alexandra House will host the HopeFest event with a 1+ mile walk. I hope you will consider supporting me as I **walk** the beautiful paths along the Rum River in Anoka to raise awareness and funds to end domestic, sexual, and relationship violence.

I know you understand why this is so important to me and understand why I'm asking for your support. I've formed [**Team Name**] in memory/honor of [**describe your personal connection to the cause**]. [**List team members**] are going to join me at the event. Together, we hope to raise at least [**\$ Goal**].

Walking is easy for me. Asking for dollars is not. But I know if we work together, we can bring an end to domestic, sexual, and relationship violence. Would you please support my fundraising efforts with a tax-deductible donation?

Simply click the **Donate** button to sponsor my efforts in meeting [**Team Name**]'s fundraising goal, or select '**Join this Team**' when on the main fundraising page (<https://www.givemn.org/team/Hopfest2021>) to start your own fundraising page and join me in raising money to ensure victims/survivors of domestic and sexual violence have an opportunity to live safer, happier lives!

Sincerely,

[Name]

Thank You For Donating Letter

Dear [Name],

Thank you for your donation towards [**Team Name**] or my fundraising goal of [**\$ Goal**] for Alexandra House's HopeFest event.

Thank you for supporting the work and mission of Alexandra House with your generous gift of [**\$ amount**]. Your donation is already providing safety and freedom from violence to those who turn to Alexandra House at the worst moment in their lives.

Sincerely,

[Name]

FACTS ABOUT DOMESTIC, SEXUAL, AND RELATIONSHIP VIOLENCE AND ELDER ABUSE

DOMESTIC VIOLENCE

- On average, nearly 20 people per minute are physically abused by an intimate partner in the United States. During one year, this equates to more than 10 million women and men.
- Domestic violence is the 7th leading cause of premature death for U.S. women overall.
- Intimate partner violence accounts for 15% of all violent crimes.
- On an average day, there are more than 20,000 calls placed to domestic violence hot-lines nationwide.
- The cost of intimate partner violence exceeds \$8.3 billion per year.

SEXUAL VIOLENCE

- Every 92 seconds an American is sexually assaulted. On average, there are 463,634 victims (age 12 or older) of rape and sexual assault each year in the United States.
- 1 in 5 women and 1 in 71 men in the United States has been raped in their lifetime.
- As of 1998, an estimated 17.7 million American women and 2.78 million American men had been victims of attempted or completed rape.

RELATIONSHIP VIOLENCE

- 1.5 million high school students in the U.S. experience physical abuse from a dating partner.
- About 1 in 8 female and 1 in 26 male high school students report having experienced sexual dating violence in the last year.
- 26% of women and 15% of men who were victims of contact sexual violence, physical violence, and/or stalking by an intimate partner in their lifetime first experienced these or other forms of violence by that partner before age 18.

ELDER ABUSE

- 1 in 10 Americans aged 60+ have experienced some form of elder abuse.
- Up to five million older Americans are abused every year, and the annual loss by victims of financial abuse is estimated to be at least \$36.5 billion.

DO YOU HAVE QUESTIONS?

Contact the Alexandra House's Mission Advancement team at communications@alexandrahouse.org or 763-795-5471 for assistance. Staff are happy to help!

Thank you for participating in Alexandra House's HopeFest! Good luck, and have fun!