

How to FUNDRAISE

HOPEFEST

9.30.2023

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 \$10,000 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: Nearly 34% of Minnesota women and 25% of Minnesota men have experienced rape, physical violence, or stalking by an intimate partner in their lifetimes. Last year, Anoka County had 13,790+ domestic-related calls come into dispatch; and Alexandra House answered nearly 4,500 calls on its 24-hour helpline.
- 2. Explain why it's important to you.** Example: Domestic and sexual violence remains devastatingly pervasive and starts at an alarmingly young age. The impact of this violence is not only emotional but also financial, resulting in a loss of productivity and earnings worth billions of dollars.
- 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 13,500 people impacted by Alexandra House's services annually?
- 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.

At Alexandra House, we are passionate about creating a world where everyone can live a life free from violence. With 46 years of experience, we have been able to offer victims and survivors of domestic, sexual, and relationship violence the support they need to feel safe and empowered. We work tirelessly to help victims find their way out of abusive situations and break the cycle of violence that can pass through generations. Our services not only provide physical protection but also emotional support to ensure that victims can live healthy and productive lives.

HopeFest is an incredible opportunity to support our mission and the programs and services we offer. 100% of the proceeds will go towards helping victims and survivors of violence find safety, hope, and healing. By supporting Alexandra House, you are making a difference in the lives of those who need it most. Thank you for your generous support!

HOW DONATIONS HELP:

- \$50—allows a student to benefit from a classroom presentation about healthy relationships.
- \$100 would provide gas cards to cover transportation to medical and therapy appointments, support groups, and housing and legal appointments.
- \$200 ensures each resident's personal needs are cared for during their stay.
- \$500 allows an advocate to support a victim through the process of filing for an order for protection.
- \$1,000 offers one survivor a new life with assistance for their first month's rent and security deposit on a new, 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

- 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/HopeFest23Tickets>
2. Set up your fundraising page for you or your team.
 - **Go to:** <https://www.givemn.org/team/Hopefest23> and select, 'Join this Team' to set up a fundraising 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.
- **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 template 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],

Violence in relationships, both domestic and sexual, is a serious issue that affects people from all backgrounds and starts at a young age. Shockingly, 1 in 3 women and 1 in 4 men will experience physical or sexual violence from an intimate partner or non-partner at some point in their lives. Disturbingly, this violence often starts early, with 1 in 5 females and 1 in 7 males experiencing partner violence between the ages of 11 and 17. These statistics have remained unchanged for the past decade.

The impact of domestic and sexual violence is not limited to emotional trauma. It also has a financial cost, resulting in billions of dollars in lost earnings and productivity. Even in the state of Minnesota, nearly a third of women and a quarter of men experience intimate partner violence in their lifetime.

Fortunately, there is hope. Alexandra House has been providing support to survivors and their families for 46 years. Their services are available to anyone affected by domestic and sexual violence. They offer a range of services, such as emergency shelter, legal advocacy, support groups, housing, and community education, all free of charge.

To support these vital services, I am participating in the HopeFest event on September 30th, a walk to raise awareness and funds to end domestic, sexual, and relationship violence. I have formed a team in memory/honor of *[describe your personal connection to the cause]*, and *[list team members]* will be joining me.

You can help support Alexandra House's efforts to end domestic, sexual, and relationship violence. Your donation can make a difference. For example, \$100 would provide gas cards to cover transportation to medical and therapy appointments, support groups, and housing and legal appointments. \$1,000 would offer one survivor a fresh start with assistance for their first month's rent and security deposit on a new, safe apartment for themselves and their child(ren).

While walking is easy for me, asking for donations is not. But together, we can make a difference. With your support, we can help survivors of domestic and sexual violence live safer, happier lives. Please consider making a tax-deductible donation to my fundraising efforts by clicking the **Donate** button or joining our team on the main fundraising page (<https://www.givemn.org/team/Hopfest23>). Thank you for your support.

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!