



## Everyday Hero Fundraiser Toolkit

Dear Friend,

Thank you for giving your time and effort to raise money for Home of the Innocents. By creating a fundraiser, you play a leading role in providing help and inspiring hope to those we serve every day. With the donations you collect, you play a HUGE part in furthering our mission to enrich the lives of children and families with hope, health, and happiness!

It truly takes a village to raise a child and we are grateful to have your support in providing care to the nearly 12,000 children and families who use our programs and services every year.

We know this can be a daunting task, especially if you don't know where to start! That's why we're providing this toolkit to help you make your fundraiser a success.

Thank you for being an **Everyday Hero** for the Home!

Sincerely,

A handwritten signature in cursive script that reads "Paul W. Robinson".

Paul W. Robinson  
President and CEO

### **Everyday Hero fundraising toolkit includes:**

- Become an Everyday Hero
- Services of Home of the Innocents
- Email templates and thank you
- Social media ideas
- Frequently Asked Questions

Sharing your passion for the Home with your friends and family will create more awareness for the amazing work we do in our community. You are our biggest advocate and supporter and we can't do what we do without you!

Fundraising often takes a little creativity and persistence, but it's essential to our mission. Know that your determination and can-do attitude will make a big difference!



## Become an Everyday Hero

### 1. CREATE YOUR FUNDRAISING PAGE

The first step is to choose your fundraiser. We recommend a special event happening in your life such as a birthday, anniversary, or a wedding. Be creative and find something unique to you that will excite your friends and family! Next, create your fundraising page. To get started, [click here](#).

### 2. ADD YOUR *WHY* TO YOUR FUNDRAISING PAGE

Don't forget to tell your story! We've created a story template on your fundraising page to get you started. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why Home of the Innocents matters to you!

### 3. GET THE BALL ROLLING

It's always a good idea to get your fundraiser off to a good start by making the first donation. This will inspire others to get involved and help you reach your goal.

### 4. START WITH YOUR CLOSE CONTACTS

Start by emailing your close contacts and ask them to support you by making a donation. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template we've supplied to reach all of your other contacts.

### 5. MOVE TO SOCIAL MEDIA

Once you've sent your first batch of emails, it's time to turn to social media.

One of the best strategies to use on social media platforms, like Facebook, is tagging and thanking people who have already donated. You can ask for other donations at the end of a thank you message. This spreads your message further and lets those you are asking know that people are already supporting you.

### 6. REENGAGE WITH EMAIL


Send a few follow-up emails. Emails are easy to overlook and people often open them quickly and then forget to go back to them. Use email to keep people up-to-date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone!

### 7. CONTINUE THANKING AND UPDATING SOCIAL MEDIA

As more of your friends get behind you, keep thanking them on social media and with handwritten notes. Make sure you continue to share your progress towards your goal!



## Services of Home of the Innocents



### Residential Treatment

Home of the Innocents provides a range of residential services and treatments for children who are unable to remain in the care of their families.

Our residents receive individual treatment plans, including the latest in one-on-one therapies. Beyond treatment, our residents attend school, go on field trips, share in household chores, play video games, and hang out in the backyard.

Their next step may be reuniting with their family or with another family member, while others are given a chance with a new family through our Therapeutic Loving *foster* Care & Adoption (TLC) program.



### Emergency Shelter

When a child is removed from an unsafe situation, the Home steps up to the plate.

Whatever the cause — a serious domestic incident, a child wandering the streets alone at 3 am, or left home alone for days on end — Home of the Innocents is there to answer the call. The Home is open to children 24 hours a day, 7 days a week, 52 weeks a year. Kids stay in our Emergency Shelter until their social worker finds a more permanent and suitable situation.



### Pediatric Convalescent Center

The Kosair Charities Pediatric Convalescent Center is our skilled nursing facility, providing short-term, long-term, and respite care for children from birth to age 21.

We care for children who face significant medical, developmental, and physical disabilities, many of whom require ventilator support. Each child receives individualized, loving care from our team of experienced physicians, nurses, and therapists. We also meet each child's social, educational, and therapeutic needs.



### Community Based Services

The Home works to improve lives throughout our community. We give vulnerable children, families, and young adults the opportunity to access services that may be hard to find elsewhere.

Our Aftercare program provides services to homeless young adults from the ages of 18 to 24 and their children. The Aquatic Therapy Center offers a wide selection of therapy services for children and adults. Our Behavioral Health Services provide hope to children who have mental health and behavioral needs. The Parents Acquiring Skills and Strength (PASS) program helps prevent child abuse and neglect by educating parents.

Our Community Based Services spread hope, health, and happiness far beyond the walls of our campus.



### Open Arms Children's Health

Open Arms Children's Health is a service of Home of the Innocents. Open to the public, our integrated pediatric health center provides compassionate care for all of our community's children.

Open Arms services include medical, dental, hearing, radiology, psychiatry, psychology, occupational, speech, and physical therapies. Children can see a doctor, dentist, or behavioral health therapist by simply walking from one exam room to another.



## Email Templates and Thank You

### Subject line

You can help me reach my [EventName] fundraising goal!  
Celebrate [event] with me!

### Email body copy

Dear [FirstName],

As you may already know, I am passionate about the mission of Home of the Innocents! The work they do to enrich the lives of children and families in Kentucky and Southern Indiana is truly amazing. This is why I am asking for your support.

For my [birthday, anniversary, wedding, etc.], I am asking my friends and family to make donations to Home of the Innocents in lieu of gifts. The Home is a wonderful organization that enriches the lives of children and families with hope, health, and happiness. Through the amazing programs and services they provide to the community, they served nearly 12,000 children and families last year!

I would really appreciate it if you would support me through my [fundraiser type] fundraising page. I'm aiming to raise [DollarAmount]. Every dollar counts, and no amount is too small to change the life of a child for the better. Join me in being an **Everyday Hero** for the Home!

It's really easy to give online, and you get a receipt for your donation emailed straight to you. Just click on the below link to visit my fundraising page.

[Fundraising Page URL]

Thank you so much for your help!

## Thank You

*Don't forget to thank your friends and family for helping you accomplish your goal! It is important to let your supporters know how they helped and remind them why it is significant that they donate to Home of the Innocents. Handwritten notes are the most personal and email is the next best option. You can also give them a shout-out on social media!*

Dear [FirstName],

Thank you so much for supporting me in my fundraiser for Home of the Innocents. With your help, I exceeded my goal by \$20! The overwhelming support of my friends and family has left me speechless. Your donation will go to a wonderful organization doing great work in our community, serving and supporting nearly 12,000 children and families.

Thank you!

[YourName]



## Social Media



### **FACEBOOK** Find us at [facebook.com/homeoftheinnocents/](https://facebook.com/homeoftheinnocents/)

- Share your personal fundraising page. Include a link where your supporters can go make a donation.
- Relate to others by letting them know why you are fundraising for Home of the Innocents.
- Share your story!
- Thank donors by giving them a shout-out.
- Tag us and we'll be sure to share the love in return!

#### Sample Post

Hey Family and Friends! Please join me in supporting my fundraiser for Home of the Innocents. To donate, please visit my personal page: [fundraising page URL]. Any amount helps!

There are currently more than 9,300 kids in out-of-home care in the state of Kentucky. That means kids who can't be at home with their parents. I am passionate about helping these children find hope, health, and happiness. I am excited to be hosting a fundraiser for [insert fundraiser type] in honor of Home of the Innocents. Please join me in supporting the Home and join today!  
[fundraising page URL]

### **Twitter** Find us at [twitter.com/homeinnocents](https://twitter.com/homeinnocents)

- Introduce your fundraiser to your followers; briefly explain why you #lovethehome!
- Share a link to your personal fundraising page where they can learn more about your event.
- Tweet before, during, and after your fundraiser. Let your supporters know how your planning is going, how far away you are from your goal, and recap after!
- Remember to include @homeinnocents and hashtag #lovethehome in your tweets. This way we can see all your updates and encourage you, too!

#### Sample Tweets

Family and friends, check out my donation page for @homeinnocents: [fundraising page URL] #lovethehome

I am halfway to my goal! Please share and keep the donations going! Visit [fundraising page URL] to give and support @HomeInnocents in their mission to help children and families.

### **Instagram** Find us at [instagram.com/homeoftheinnocents](https://instagram.com/homeoftheinnocents)

- Take photos – before, during, and after your fundraiser! Let everyone know you're working hard to support a great organization and ask them to join you.
- Capture the memories you create as you carry out your fundraiser. We love to see all the fun and unique ways you are raising awareness and changing the world.
- Tag us and you just might see your photos on our Instagram feed!



## Frequently Asked Questions

**Q. Will I be able to tell when a friend or family member makes a donation?**

A. When a donation is made, you receive an email from Everydayhero with the donor's first name and donation amount. The donor can opt-in to give you their full name and email address.

**Q. Does Home of the Innocents receive my friends' and families' personal information?**

A. Yes. The Home receives all necessary information to process the donation. We do not share or sell our donor's information.

**Q. Will my friends and family receive solicitations (mailings, emails, phone calls) from the Home?**

A. They will receive a thank you note for tax purposes after they make a donation to your fundraiser. They will **only** receive solicitations from the Home if they opt in to do so when they donate.

**Q. Can my friends and family cover the transaction fees?**

A. Yes! There is a box when making your donation that they can check to cover the 2.8% fee. This allows the Home to receive their full donation amount.

**Q. I have a group that would like to do a project to collect items you need. How should we do this?**

A. We have a few drives you can select! Visit <https://www.homeoftheinnocents.org/everyday-hero/> to find a drive that fits your group's desires.

**Q. I have a group that would like to do a volunteer project. What are some opportunities at the Home for us to get involved?**

A. We have a ton of group volunteer opportunities! Contact Julie Spry, Director of Outreach, at [JSpry@homeoftheinnocents.org](mailto:JSpry@homeoftheinnocents.org) to learn more.

**Q. Can my child volunteer?**

A. We currently have opportunities for junior volunteers (age 13-17), adult volunteers (18 and older), and group volunteers. For more information on the types of volunteer activities, visit our website, <https://www.homeoftheinnocents.org/help-the-home/volunteer/>.

**Q. How can my child who is under the age of 13 get involved?**

A. Our Kids Helping Kids program is perfect for those who want to contribute, but aren't yet old enough to volunteer their time on campus. Please contact April Sage, Outreach Manager, at [ASage@homeoftheinnocents.org](mailto:ASage@homeoftheinnocents.org) to learn more.

**Q. Can I take a tour of your campus?**

A. Yes! Tours can be scheduled through April Sage, Outreach Manager, at [ASage@homeoftheinnocents.org](mailto:ASage@homeoftheinnocents.org). You can also join us for our quarterly [Lunch at Home program](#) which includes lunch, a tour of the Home, and ways to get involved!

See how simple it can be to make a **HUGE** difference in the lives of our kids and families? If you have any additional questions, or need any help, please contact April Sage at 502.596.1027 or [asage@homeoftheinnocents.org](mailto:asage@homeoftheinnocents.org).

Thank you again for sharing your love and support for our mission!