

# Hope for the Holidays

## FUNDRAISER HANDBOOK



# Hope for the Holidays: Fundraiser Handbook

## Campaign Overview

The holiday season is a time for festivities and family. It's also a time to give back. You can spread holiday cheer this season and help people through some of life's toughest moments by starting a fundraiser to provide food, shelter, comfort, and hope to disaster survivors.

From now until the end of December, create your own [fundraiser](#) or make a donation to provide help and hope to those in need.

## Fundraiser Rewards

In addition to making a lifesaving difference, you could earn custom *Hope for the Holidays* merchandise including our new, limited edition 2022 Red Cross Ugly Sweater



*\$500 Raised*

*Holiday Sweater + Hat + Phone Stand + Pin*



*\$100 Raised*

*Hat+ Phone Stand + Pin*



*\$50 Raised*

*Phone Stand + Pin*



*\$10 Raised*

*Pin*

Need Help? Contact [charitystream@redcross.org](mailto:charitystream@redcross.org).  
Follow us on Twitter at @RedCrossGaming and Discord at American Red Cross

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## Media Kit

Check out our [fundraising toolkit](#) for social media graphics, campaign images, and more!

## Start Fundraising:

1. Go to <https://tiltify.com/redcross/hope-for-the-holidays-2022> and select start fundraising.
2. Insert Campaign Basic Information. Our [toolkit](#) has images, social media graphics, and logos that you can use to populate your fundraiser. Here is a campaign description you can use.

*The holiday season is a time for festivities and family. It's also a time to give back and help people through some of life's toughest moments. That is why I am participating in the American Red Cross' Hope for the Holidays, a fundraising event to help those impacted by disasters. The money I am raising will help provide food, shelter, relief supplies, and other assistance to those impacted by disasters.*

3. If you plan on Livestreaming, follow the prompts to connect Twitch, YouTube, or Facebook.
  - a. If you do not plan on livestreaming, you can connect a YouTube Link or upload an Image
  - b. **Note:** Only one form of media will show at a time. Livestream>YouTube Video>Image
4. Set your Campaign Goal. You can always raise your goal but cannot lower your goal once you publish your campaign.
5. Select Create Campaign.
6. Optional: Add Tools for Success! set up [Rewards](#), [Polls](#), [Targets](#), [Milestones](#), or [Schedule](#)
7. Publish your fundraiser! Note that you can still make edits to your fundraiser campaign after it is published.

## Fundraiser Tips

1. Set achievable goals! We recommend setting your first goal to \$200, which can provide a full day of food and shelter to a family of four.
2. Promote your campaign. Feel free to utilize our [social media assets](#).
  - a) Don't forget to tag us on social: Twitter @RedCrossGaming we would love to support your efforts!
  - b) Tag @Tiltify on Instagram and Twitter
3. Use our talking points to educate your community and donors about our programs and how their donations are making an impact
4. Get your friends involved to help fundraising
5. Take care of yourself! Take breaks, stay hydrated and have fun!

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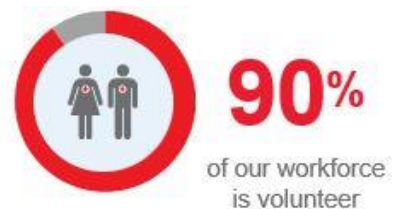
## Fundraiser Talking Points

1. The Red Cross responds to more than 60,000 disasters every year. Large disasters like hurricanes, floods, and wildfires are increasing in frequency and intensity.
2. During a disaster, the Red Cross provides safe shelter, food, relief supplies and comfort to those in need.
3. Overnight Shelter Stays: The Red Cross opens shelters to make sure people have a safe place to stay, a hot meal and access to other support from trained volunteers. The Red Cross helps anyone in need after a disaster, and everyone is welcome in their shelters.
4. Meals and Snacks: After a disaster, the Red Cross works with community partners to provide hot meals, snacks and water served at shelters or from Red Cross emergency response vehicles in affected neighborhood.
5. Emergency Response Vehicles: Mobile Response Vehicles (also known as ERVs) circulate throughout affected communities after disasters to hand out food, relief supplies, information, and comfort to those in need.
6. Mental Health Services: Red Cross mental health volunteers travel to disaster sites to help people cope after a disaster. Mental health workers specialize in providing emotional support.
7. Your donation helps to provide food, shelter, relief supplies and comfort when people need it most.

## How Donations Help Disaster Victims

Here are how donations to your fundraiser can help those impacted by disasters.

- \$5 provides 1 blanket
- \$11 provides 1 hot meal, snack, and beverage to a person
- \$60 provides diapers, wipes, and formula for 1 infant
- \$95 provides food, blankets, and additional supplies to support a family of 3 for 1 day
- \$200 provides a full day of food and shelter to a family of 4
- \$360 deploys an Emergency Response Vehicle (ERV) for 1 day
- \$725 covers a Local Disaster Response



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## Social Media Messaging Templates

- **Launch** your campaign with this message:  
I've joined the American Red Cross' Hope for the Holidays campaign and am raising money to provide food, shelter, relief supplies, and comfort to people affected by disasters. Please help me reach my fundraising goal of (Insert fundraising goal) by donating here [LINK TO YOU FUNDRAISING PAGE](#). #HopeForTheHolidays
- **Update** your supporters with this message:  
I'm close to reaching my goal of raising \$ (insert fundraising goals) to help the Red Cross provide disaster relief to those in need! Please help me reach my goal. [LINK TO FUNDRAISING PAGE](#) #HopeForTheHolidays
- **Thank** a donor with this message  
Thank you @nameofdonor for donating to support me and the Red Cross. This relief effort would not be possible without the support of generous donors like you. #HopeForTheHolidays
- **Ask** for more support with this message:  
My fundraiser is ending soon– can you help me finish strong and reach my goal? Just \$11 can provide 1 hot meal, snack, and beverage to a person in need. Please donate: [LINK TO FUNDRAISING PAGE](#). #HopeForTheHolidays
- **Celebrate** your successful campaign with this message  
We did it! With your support, I raised \$TOTAL and helped provide food, shelter, relief supplies, and comfort to disaster victims. Thank you! #HopeForTheHolidays

## Email Templates

Subject line: "Please Help Give Hope"

Dear {Name},

The holiday season is a time for festivities and family. It's also a time to give back and help people through some of life's toughest moments. That is why I am participating in the American Red Cross' Hope for the Holidays, a fundraising event to raise lifesaving funds to help those impacted by disasters. The money I am raising will provide food, shelter, relief supplies, comfort, and hope when people need it most. It would mean so much to me if you could support my campaign with a donation.

Please Click Here [{LINK TO YOUR FUNDRAISING PAGE}](#) to give.

It'll take about ten seconds and any donation, large or small, is so appreciated.

Here are some ways that your donation could help.

- \$11 provides 1 hot meal, snack, and beverage to a person
- \$60 provides diapers, wipes, and formula for 1 infant
- \$95 provides food, blankets, and additional supplies to support a family of 3 for 1 day

Again, to support my campaign please Go Here [{LINK TO YOUR FUNDRAISING PAGE}](#) and click on the Donate button.

Thanks so much for your support.

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