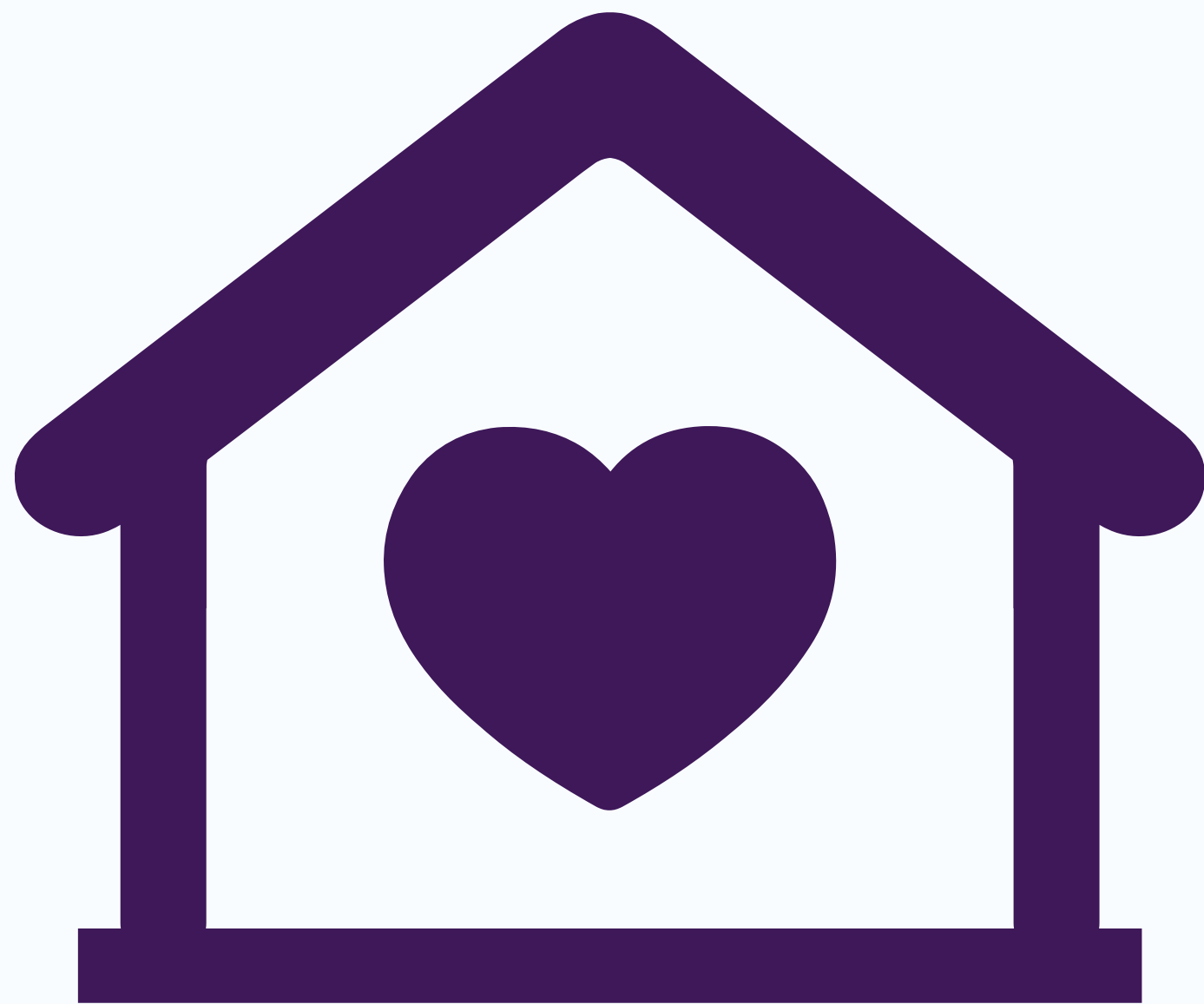


RIDING WYTHE HOPE

HOUSING FIRST CAMPAIGN TOOLKIT



A project of Helping Overcome Poverty's Existence



#housingfirst

TOOLKIT CONTENTS

The Housing First Approach
Ride Wythe HOPE
How To Create Your Page
Using Our Resources
Talking Points
Email Template
Social Media
Fundraising Tips and Tricks
Contact Us

GET INSPIRED

We believe that the solution to homelessness is permanent supportive housing stock and related services.

Helping Overcome Poverty's Existence



Housing First Charity Ride



OUR APPROACH

With your support HOPE, Inc. activates bicyclists of all interest and experience levels to fight homelessness. Join our #housingfirst cycling movement. Help your favorite rider reach their fundraising goal by pledging to give per-mile or donate a fixed amount. Gifts support HOPE, Inc.'s general charitable purpose and activities.

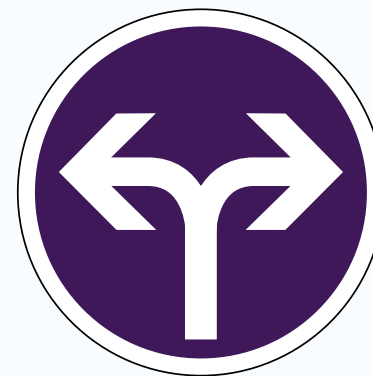
Your gifts help end homelessness in our community using the “Housing First” approach. According to the National Alliance to End Homelessness, “Housing First is a homeless assistance approach that prioritizes providing permanent housing to people experiencing homelessness, thus ending their homelessness and serving as a platform from which they can pursue personal goals and improve their quality of life.”

Raise funds from friends, family, neighbors, and coworkers for #housingfirst! Every local \$1 raised helps leverage \$4 more dollars in federal and state housing assistance funds.



TRADITIONAL RODE RIDES

The Fast and the Fiorini began as the Big Walker Century Ride in 2004. It has been held annually as a one day road cycling event with routes of varied difficulty starting in Wytheville, climbing Big Walker Mountain, and returning to the start. All event registration fees benefit HOPE, Inc.



RIDE YOUR WAY

Today the Fast and The Fiorini is riding for everyone! Seasoned road cyclists, fitness-minded indoor cyclists, weekend cruisers - everyone is welcome. We invite you to create your own housing first campaign with HOPE, Inc. to raise funds in the fight against homelessness.



4/10

People donate to charity because of a request
from a friend or family member

75%

of the US population says they make charitable
gifts every year





Our Goal

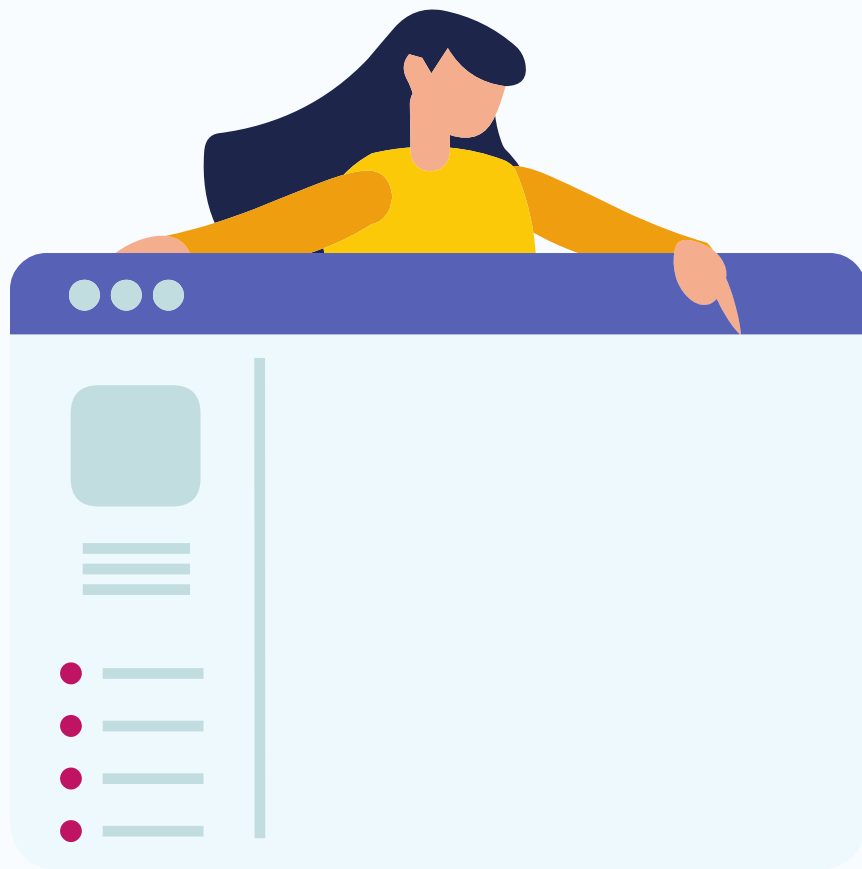
WHY WE RIDE WYTHE HOPE

Last year HOPE, Inc. provided over 5,000 nights of emergency shelter, leveraging nearly \$225k in recurring homelessness intervention funds.

Assuming 100 entrants register, incremental forecasts detailed below range from a modest figure of 30% entrant adoption to a more ambitious target of 80% adoption. The 2022 goal seeks around 55 riders to raise at least 10 nights of safe shelter each.



How To Create Your Page



Find Us @ridewythehope

Visit our event site at www.ridewythehope.org to create your personalized campaign profile page to share with your networks.

To Become A Supporter (Individuals)

If you would like to run your campaign as an individual or as a single organization, click on “BECOME A SUPPORTER” under the “DONATE” button.

To Create a Housing First Team (Groups)

If you would like to organize a collaborative effort by multiple people or organizations, across a single business or organization, or want to invite the public to your team, click on “BECOME A SUPPORTER” under the “DONATE” button, scroll down to the bottom of the page, and select "Create a Housing First Team."

Setting Up Your Campaign



SHARE YOUR STORY

Share your values and vision for the world you're helping create. Make it personal so that others understand the why and feel inspired to join you.

PERSONALIZE IT

Customize your profile with pictures, videos, and stories to get your networks excited and inspired. Integrate graphics and copy from our [campaign kit](#).

SET A GOAL

Even a small donation makes an impact in the fight against homelessness. Every local \$1 raised helps leverage \$4 more dollars in federal and state housing assistance funds.

CONNECT SOCIAL ACCOUNTS

Supercharge your impact and reach your goal faster by creating a Facebook Fundraiser directly from your Page! Facebook donations will count towards your overall goal.



Launch Your Campaign

USE OUR RESOURCES

HOPE, Inc. provides a variety of campaign collateral to help you supercharge your impact. Please use and share them freely. If you plan to create any independent marketing or communication materials separate from your campaign page, please share them with us at help@wythehope.org for feedback and approval.

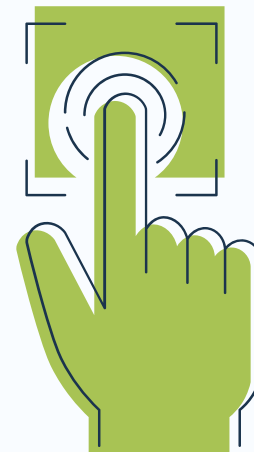
The Fast and The Fiorini Charity Ride

Our Resources

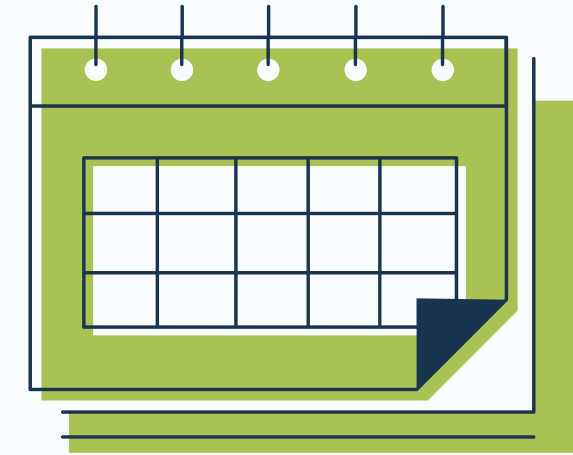
CAMPAIGN TOOLS AND TEMPLATES



Talking Points



Email Templates



Social Media

Talking Points

SHARE OUR WHY



01

Housing For All

We believe safe shelter and affordable housing is a universal human right.

02

Shelter gives HOPE

Safe, stable, and affordable housing is more than a place to rest your head - a home represents hope, security, and dignity.

03

From Crisis to Stability

Housing First means ending homelessness for individuals so that they can shift from survival to thriving. HOPE is "a platform from which they can pursue personal goals and improve their quality of life."

Email Template

SUBJECT LINE: I'M RIDING WYTHE HOPE TO END HOMELESSNESS - JOIN ME!

Hello friends, family, and neighbors,

I'm excited to announce that I've joined The Fast and The Fiorini Ride A-thon to help HOPE, Inc. end homelessness, and I hope that you can support me! HOPE is a regional cornerstone, building community stability since its founding in 1992.

HOPE's approach to end homelessness in our community uses the "Housing First" approach. According to the National Alliance to End Homelessness, "Housing First is a homeless assistance approach that prioritizes providing permanent housing to people experiencing homelessness, thus ending their homelessness and serving as a platform from which they can pursue personal goals and improve their quality of life."

(continued)



HOPE provides a continuum of housing assistance services including emergency shelter, rapid rehousing, supportive housing counseling, first-time homeownership counseling, mortgage loan packaging, post-purchase and foreclosure prevention counseling, and affordable housing development and property management. A donation to my campaign would go a long way to support individuals and families with dignity and hope through desperate circumstances.

I believe that the solution to homelessness is permanent supportive housing stock and related services. Please consider supporting my housing first campaign and share my page to raise support among your network as well. I'm excited to Ride Wythe HOPE and look forward to ending homelessness together!

Thank you,
(Your Name)

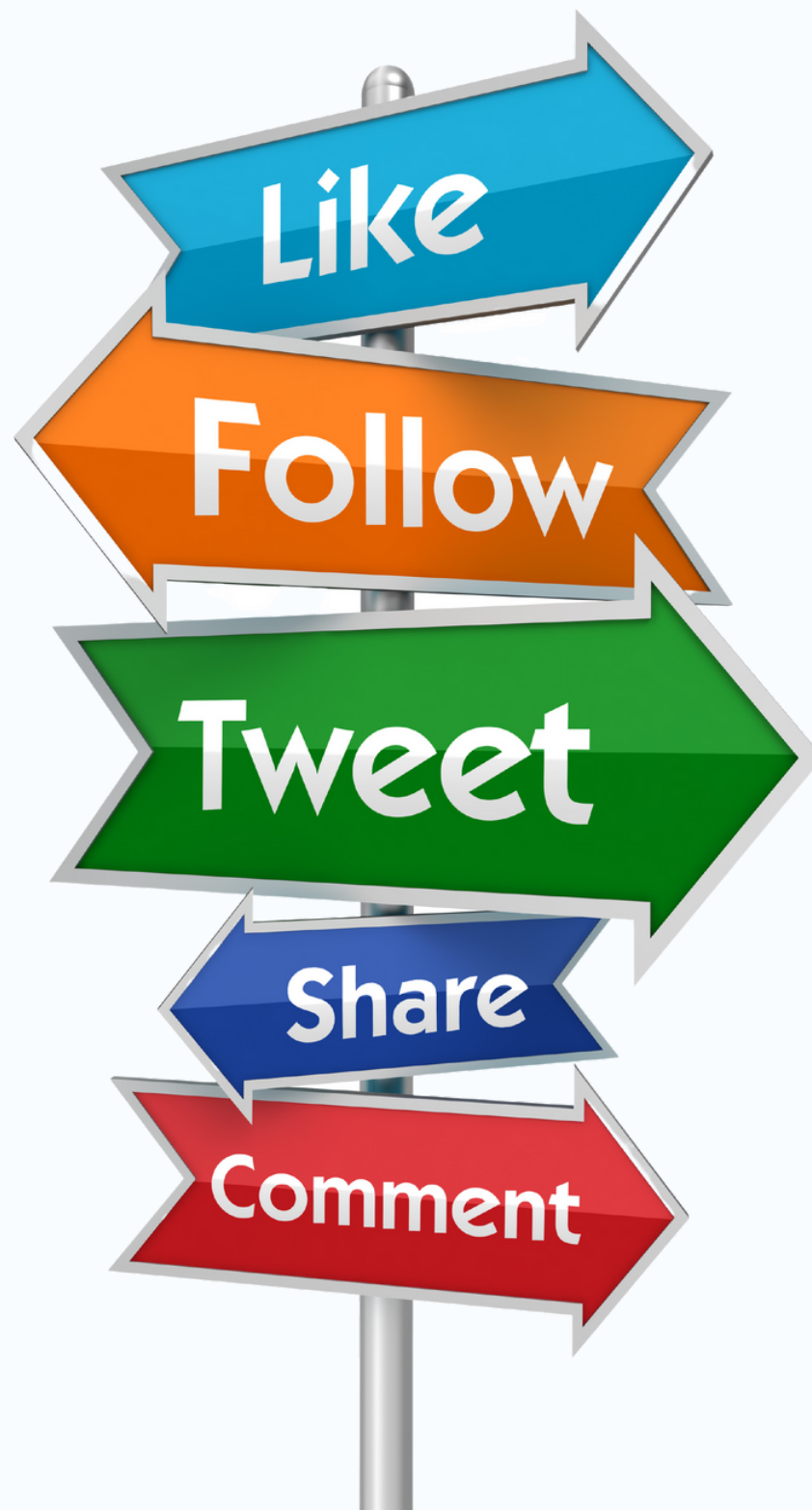
The Fast and The Fiorini Charity Ride





Social Media

[Click here](#) for images and graphics to use when sharing your campaign on social media. Remember, this is your fundraiser, personalize what you share! We appreciate and encourage you to tag #ridewythehope on Facebook, Instagram, and Twitter, but please understand that we are unable to engage with every post. We appreciate your support and help in ending homelessness!



Caption Text

Suggested text: I'm Riding Wythe HOPE @TheFastAndTheFiorini (Facebook & Instagram), a #housingfirst charity ride to end homelessness. Every local \$1 raised helps HOPE, Inc. leverage \$4 more dollars in federal and state housing assistance funds. With a gift of just \$9 you can fund 1 night of safe shelter! Give to my campaign here: [LINK](#)

Suggested text: @TheFastAndTheFiorini Charity Ride helps HOPE, Inc. provide permanent supportive housing stock and related services to end homelessness. Join me in providing safe shelter for individuals and families facing desperate circumstances. Give to my #housingfirst charity ride campaign here: [LINK](#)

Accounts to tag: @TheFastAndTheFiorini, @HOPEWythe

Hashtags: #ridewythehope, #housingfirst, #endhomelessness, #housingforall, #housingaffordability

Campaign Tips & Tricks



Start Small and Close

Kick off your campaign with friends and family. the people closest to you are a great resource to help spread your message and make your campaign more visible.

Share Your Why

Simon Sinek says, "People don't buy what you do, they buy why you do it." Creating your own campaign is an opportunity to share values and vision for the world you're helping create.

Employer Matches

If you're creating a workplace team or activating your coworkers, find out if your employer will create or has an existing matching charitable gift program.

Contextualize the Impact

Even a small donation makes an impact against homelessness. A gift of \$9 leverages 1 night of safe, emergency shelter.

Your Impact



\$90

Leverages 10 nights of safe, emergency shelter for an individual or family experiencing homelessness

\$135

Funds 1 month of supportive housing services to a rehoused client

\$500

Equals a security deposit or 1 month's rent to move a household out of temporary housing

\$1,000

Leverages 111 nights of safe, emergency shelter for an individual or family experiencing homelessness





Contact Us

Phone Number

276-230-0298

Email

help@wythehope.org

Webiste

www.ridewythehope.org

There will be the day a when we celebrate the end of homelessness.

Let's help reach that day together

The Fast and The Fiorini Charity Ride

