



Do It Yourself 2022 Fundraising Kit

Support the Hoboken Shelter one step at a time!

About Us

The HoBOOken 5K Halloween Run to End Homelessness is the Hoboken Shelter's biggest fundraising event of the year! It is organized by a dedicated group of volunteers who have helped raise over \$75,000 annually for the Hoboken Shelter.

Founded in 2010, the event is Hoboken's one and only costumed race and one of Hoboken's largest races!

This year, we're excited to be back hosting a traditional 5K racing format. Kicking off from Pier A Park at 10:00 am on Saturday, October 29, we'll be running through the historic waterfront streets of Hoboken along the gorgeous Manhattan skyline.

With your help, we can make sure our neighbors in need are kept safe and healthy with nutritious meals, a secure place to sleep at night, and supportive program to get them back on their feet.

Let the race begin!



About the Hoboken Shelter

Thank you for your support. You help change people's lives.



Founded in 1982, the Shelter was formed by a community of concerned congregation members. The Hoboken Shelter's mission is *to be a community partnership that transforms lives by providing meals for the hungry, shelter for the homeless, and services to support people to become housed.*

The Shelter has served *over two million meals* to date and moved countless individuals into homes of their own. It is the support of the local community that helps us fulfill this critical mission.

As these uncertain times continue, the Shelter remains committed to their neighbors in need.

We cannot accomplish this without your support.

The Hoboken Shelter is a not-for-profit organization. Donations are tax-deductible in accordance with the law.

Tips to FUNdraising Success

1. **Set Goals** Just like you set your fitness goals, now is the time to establish your fundraising goals. How much would you like to raise for the shelter? Don't forget you can win great swag by achieving three different goals.
2. **Educate Others** Share with your family, friends, and co-workers why ending homelessness and hunger in our community is so important. Post on social media, use our handy template to send emails, or even host a Zoom get-together. Use your creativity to help spread the word.
3. **Promote Your Race** You're running hard and raise money, let people know!



It All Starts with an Ask

A great email is an easy way to get the word out

Dear XXXX

*For 40 years, The Hoboken Shelter has offered food, shelter and supportive services to those in need in Hoboken. **They've served more than two million meals** and have moved people from the streets to the shelter to a home of their own. The pandemic challenged the Shelter in ways never imagined. Recovering from that crisis and facing the resulting economic instability has stretched their resources even further. The homeless population is at its most vulnerable right now and I want to help - but I need YOU!*

I have committed to fundraising (INSERT DEFAULT GOAL) for the Hoboken Shelter, an organization dedicated to helping the homeless in my community. With only \$2, they can provide a nutritious meal to one person. I want to help them feed (INSERT #) people.

Please join me in helping support those in need in our community: (LINK TO FUNDRAISING PAGE) Your friendship and support mean a lot to me,

(NAME)

Who Can You Ask?

Friends, family, coworkers and neighbors may want to support your FUNdraising efforts

1. Family - they love you and any cause you support
2. Friends - ask your bff and your elementary school friends alike!
3. Clubs - think of any clubs and organizations you belong to
4. Businesses you frequent
5. Neighbors
6. Professional relationships including work colleagues, business clients, or post it on LinkedIn
7. Reach out your social media followers



Get Social

Tag us in your posts so that we can share them.

Share with your friends & family. Encourage them to support your HoBOOken 5K run!



Instagram @hoboken5k

www.instagram.com/hoboken5k



Facebook /hoboken5k

www.facebook.com/hoboken5k



Twitter @hoboken5k

www.twitter.com/hoboken5k



Suggested posts on the following page.

Get Social

Share the following suggested posts from your social accounts.

Facebook: This year, I am running for a cause! I have committed to fundraising (INSERT DEFAULT GOAL) for The Hoboken Shelter, an organization dedicated to helping the homeless in my community. The Hoboken Shelter transforms lives by providing meals for the hungry, shelter for the homeless, and services to support people being housed. I want to raise funds for their mission. With only \$2, they can provide a nutritious meal to one person. I want to help them feed (INSERT #) people. I need your support. Click the link below to make a pledge to support my 5K journey!

Instagram: This year, I am running for a cause! I have committed to fundraising (INSERT DEFAULT GOAL) for the Hoboken Shelter, an organization dedicated to helping the homeless in my community. The Hoboken Shelter transforms lives with their programs and I want to help them in their mission. With only \$2, they can provide a nutritious meal to one person. I want to help them feed (INSERT #) people. I need your support. Click the link in my bio to make a pledge to support my 5k journey!

Twitter: This year, I am running for a cause! I have committed to fundraising (INSERT DEFAULT GOAL) for the Hoboken Shelter, an organization dedicated to helping the homeless in my community. I need your support. Click the link in my bio to make a pledge to support my 5k journey!

Hashtags: #hoboken5K #werunhoboken #hoboken2020 #hobokenfundraiser

Get creative - share you journey on Instagram stories and tag us in your story!

This Race is NOT Just for Adults

Get the whole family in on the fun



Kids are great fundraisers! Participating in the HoBOOken 5K and setting up a fundraising page is a great way to teach children about achieving a goal and help them understand the importance of being charitable. Encourage kids to:

- Ask relatives and family friends for support in an email you draft
- Host a lemonade stand or other fundraising activity and add the proceeds in your fundraising page
- Have relatives pledge money for every block they run, walk or scoot

Ten Days of FUNdraising

Kickstart your campaign by leading by example and make a donation

Post a link on all of your social media channels! Share your story with our suggested posts

Ask your boss if your company will match how much you raise. Many companies match gifts to charity!

Ask five family members to sponsor you.

Email your colleagues if they will support you and want to run with you!

Reach out to five close friends and ask them to support you!

Host a zoom party and ask 10 friends to pitch in \$10 to help you succeed!

Ask your neighbors to support you or put up a sign in your building telling people they can help the Shelter

Ask 10 friends from a club or house of worship to support you!

Share on LinkedIn and encourage business clients to support your run!

Your FUNdraising Has Real Impact

HERE'S HOW FAR A DOLLAR CAN GO.



Share your goal!



Please help me raise **\$300** and sponsor
1 night of healthy dinners for the hungry.

The Hoboken Homeless Shelter's
HOBOKEN5K
Halloween Run

Charity Race to benefit
the Hoboken Shelter
HoB00ken5K.com



Please help me raise **\$500** and sponsor
28 skill workshops for the homeless.

The Hoboken Homeless Shelter's
HOBOKEN5K
Halloween Run

Charity Race to benefit
the Hoboken Shelter
HoB00ken5K.com



Please help me raise **\$1,000** and provide
permanent housing for 1 person.

The Hoboken Homeless Shelter's
HOBOKEN5K
Halloween Run

Charity Race to benefit
the Hoboken Shelter
HoB00ken5K.com



Please help me raise **\$2,500** and
shelter 50 homeless people for 1 night.

The Hoboken Homeless Shelter's
HOBOKEN5K
Halloween Run

Charity Race to benefit
the Hoboken Shelter
HoB00ken5K.com

**Let people know your goal by sharing your goals on Instagram or Facebook!
Available for download on the HoB00ken 5K Facebook & Instagram.**