

Week of Hope

— *benefiting maryhurst* —

Quick Start Guide & Supporter Toolkit

Welcome!

On behalf of the children and families we serve, Maryhurst thanks you for your willingness to support our mission. We rely on the generosity of partners like you as we provide compassionate care and transformational empowerment to nearly 700 kids and families from all across Kentucky every single year.

In the pages that follow, you'll learn about the activities we have planned for our first-ever signature online event, the Week of Hope. Throughout, you'll find instructions on how you can share our content and stories – combining them with your own Maryhurst experiences – to bring attention and tangible support to our agency during this unprecedented time.

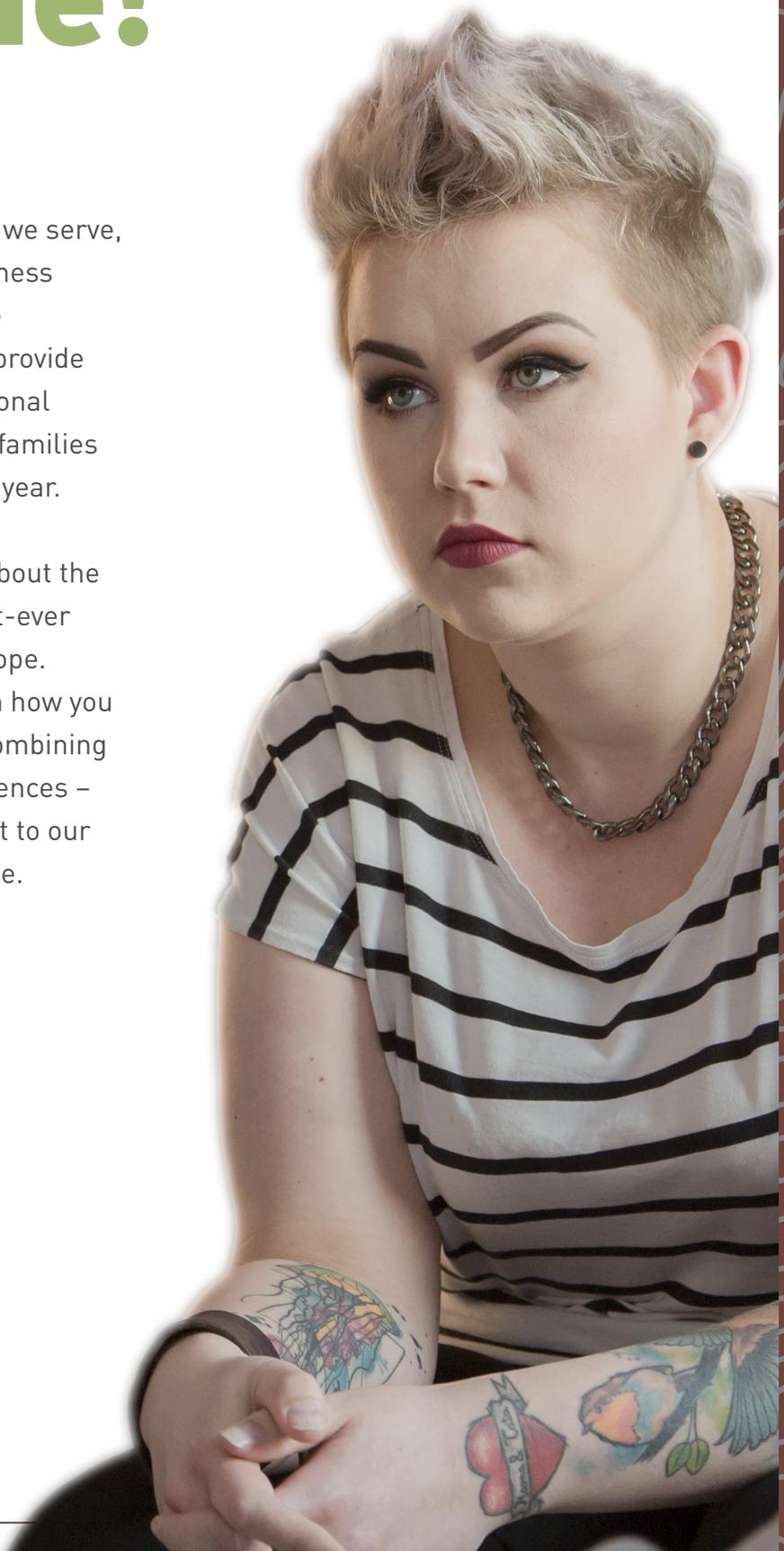


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What is Week of Hope?

The Week of Hope is a grassroots, mostly-virtual fundraising & awareness campaign benefiting Maryhurst. We initially conceived the Week of Hope when it became clear that we'd be unable to host our annual signature event, the **Journey of Hope Luncheon**, due to public health concerns related to the COVID-19 pandemic.

On each day between **Monday, September 28 and Friday, October 2**, Maryhurst will share a mix of stories that include staff & client testimonials, donor shout-outs, volunteer spotlights, and more. We're asking our supporters to amplify those stories and add their personal voice. We're also offering the opportunity to make a donation and set a personal fundraising goal.

Here's a little more about each important element of the Week of Hope:



Advocates *(That's you!)*

If you've ever attended a Journey of Hope Luncheon, you know that the work Maryhurst's counselors and therapeutic staff put in daily inspires moving stories of transformation. In order to share those stories far and wide, we need help.

In the same way that we ask our advocates to invite people to our physical events, we're asking for your help in this virtual format. As an advocate of Week of Hope, we'll ask you to share messages with your networks, make a donation, and invite others to engage with our story.



Content

Throughout the week, Maryhurst will publish videos, photos, written testimonies, and more – each telling an important story from those close to our mission. You'll hear from Maryhurst staff, youth who've been through our programs, corporate partners, and more.

Look for us on Facebook, Instagram, your email inbox, and other channels. In addition to social media and email, the Week of Hope content will be housed on the third important WOH element, the WOH fundraiser homepage.



Fundraiser

For the Week of Hope, Maryhurst will be raising money using an approach called 'peer-to-peer fundraising.' Each supporter of Maryhurst will have the option – either on their own or with help from us – to set up their own personal donation webpage. Think of it like an online walk-a-thon: you invite people to support you in your goal of raising an amount you specify. That way, friends and loved ones can give to Maryhurst in honor of you. If you'd like to give in a more traditional way, no problem! Contact the Maryhurst development team and we can accommodate any needs you have.

Why support Maryhurst?

If you're receiving this packet, you're already an important part of the Maryhurst mission. You are likely familiar with the work we do in the community to prevent abuse, restore hope, and empower survivors of trauma.

2020 is an unprecedented year for our agency, and this Week of Hope fundraiser may be our most important call for support ever. Here's why:

We need your help to address COVID-19.

The pandemic has very quickly affected the lives of nearly everyone on the planet. Maryhurst's clients are some of Kentucky's children and families whose needs are the greatest, even before the Coronavirus struck. Now, anxieties, economic pressures, job loss, and other stressors have amplified the challenges in our families' lives. Maryhurst is stepping up to meet new needs related to the virus, but the toll is great. Our staff are working long hours, and cleaning supplies & safety procedures have introduced significant expenses to our operations. Funds raised during Week of Hope will ensure we're able to continue special practices like grocery drop-offs, telehealth counseling, and other 'new normal' activities.



We're gearing up for big things.

2020 was always meant to be a year of transformation for our agency. Our longtime CEO announced her retirement in 2019, and we've used the transition as an opportunity to reflect on her leadership while also refreshing Maryhurst's vision and strategic plan.

The outcome of that exercise has been a renewed emphasis on community work that prevents child abuse – with an aim to lower the number of kids removed from their home and entered into the system. We're also fundraising for the launch of our aftercare program, which helps support foster youth after they turn 18.

We remain a lifeline for children in greatest need.

Through our residential programs, where around 90 young women are living right now across two campuses, we work to transform lives. Each young survivor at Maryhurst is working to overcome histories of abuse, practice their resilience, and build the life skills needed to thrive. Our staff works every day to help these girls and young women to mature in their emotional intelligence, form healthy interpersonal relationships, and creatively express themselves. For kiddos who come to us with deep hurt – perhaps a risk to themselves or others – this is important and life-saving work.

~700

children and families served by Maryhurst every single year.

What do I do if I want to donate or set a donation goal?

We're thrilled that you're interested in supporting Maryhurst in this way. Our goal of raising \$250,000 throughout the Week of Hope couldn't be achieved without help from people like you.

We've partnered with an online platform called Givegab to make the donation process as simple as possible. If you've ever participated in the Community Foundation of Louisville's Give for Good Louisville online day of giving, the Givegab page for our Week of Hope will look very familiar!

Here are the important steps to follow:

Between now and 9/25

1. **Set up your donation page if one hasn't already been created for you.** By visiting [this link](#), you can create a personal fundraiser page that is sharable with your friends and loved ones. After a brief registration process, you can customize your page by adjusting the fundraising goal, adding a personalized greeting, and setting up a 'thank you' message that your donors will receive. Once you have finished your page, you'll be ready to send your site to those in your network. Alternatively, you can message your point of contact at Maryhurst who would be happy to set up a donation page for you!



2. **Compile a list of friends or loved ones you'll invite to participate.** Think about people in your life who may share your passion for supporting a child welfare nonprofit like Maryhurst. Prepare a message you can share with them sometime during the Week of Hope to invite them to participate (samples can be found in the [Appendix](#)).

3. **Request donation cards.** If you'll be making an ask for donations among your guests, we are happy to provide donation cards with recommended amounts, along with the impact each gift level will make. If you request these cards by Tuesday, September 15, we can deliver them to you in advance of your WOH event.

Between 9/28 and 10/2

4. **Begin sharing Maryhurst content with your network, along with a link to your donation page.** It's time to invite your networks to join us in the Week of Hope! If you're beginning your donation page with a personal gift, one common framing might be to ask friends to match or exceed the gift you've made to jump-start the fundraiser*. Click [here](#) for some sample messages you can start with to customize in your own voice. Simply choose the message that best describes you.

5. **Share Maryhurst WOH content on social media.** See the '[raising awareness](#)' section of this packet for social media posts you can publish to help build attention for our campaign. Additionally, the graphics section has images you can use to update your profile picture and cover photo on various networks.

*- if you'd like to contribute matching funds but don't wish to set up a personal donation page (or wish to do so anonymously), please reach out to your point of contact at Maryhurst to make arrangements.

What do I do if I want to host an in-person event?

When we learned that convening a large crowd would be impossible this year, we quickly began thinking of ways to meaningfully recreate - and build upon - the inspiring program typical of Journey of Hope in a virtual format.

Still, we know that many of our supporters might especially lament the loss of gathering in person to celebrate Maryhurst. That's why we've made some plans to accommodate those who wish to convene a small event at their home in accordance with Kentucky's guidelines on social gatherings.



If that's an option you're interested in exploring, here's how to get started:

Between now and 9/15

1. **Pick a date and invite your guests.** Working together with Lori or Mary, select a date and time that could work to host a small gathering at your home or workplace. Depending on the time selected, Maryhurst may be able to send a representative to speak to your guests. If applicable, be clear that your event will include a donation solicitation.
2. **Plan the programmatic and A/V needs of the event.** These gatherings could take different forms, but we expect most will include some remarks about Maryhurst and a screening of a video that we have prepared to accompany all Week of Hope celebrations.
3. **Request donation cards.** If you'll be making an ask for donations among your guests, we are happy to provide donation cards with recommended amounts, along with the impact each gift level will make. If you request these cards by Tuesday, September 15, we can deliver them to you in advance of your WOH event.

On the day of the event

4. **Screen the video.** Ahead of the event, we'll send you a link to a video that can be shown to your guests that features informative and inspiring stories that introduce Maryhurst and celebrate our impact.
5. **Gather donation cards.** Distribute the Maryhurst-supplied donation cards during the 'ask' portion of your event's program. As your guests are preparing to fill them out, share your personal connection to Maryhurst and your reason for giving.

After the event (if no Maryhurst representative present)

6. **Plan a pickup or dropoff.** Arrange with your Maryhurst point of contact a date and time to either drop off the completed donation cards at our Dorsey Lane campus or have them picked up from a location of your choosing.

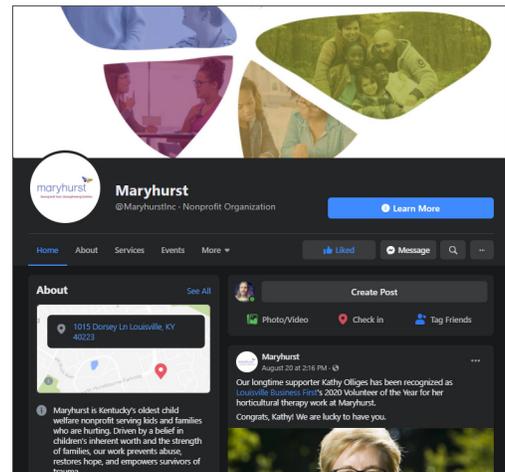
What do I do if I want to raise awareness?

Different supporters will be most comfortable supporting Week of Hope in different ways. One step we hope everyone will take is to help us promote the stories using their own personal platforms. The awareness we raise during Week of Hope will be so beneficial to our mission. It may recruit a new volunteer or a new advocate within our business community. It may help us reach a family who's been struggling and might be moved to schedule their first counseling appointment. Stay tuned to Givegab, Facebook, Instagram, or Twitter to make sure you catch every post.

So – even if you can't give or encourage your networks to give – you can make a big difference for Maryhurst during WOH!

Before 9/28

1. **Update your social media pages.** Check out the graphics section of this packet for options to update your profile photo or cover photo on various networks.



Between 9/28 and 10/2

2. **Email your networks or forward the emails you receive from Maryhurst.** In the [Appendix](#), you'll find a sample message you can use to share our WOH content. Alternatively, you can forward messages you receive from us. To make sure you receive our emails, sign up for our [newsletter mailing list](#).
3. **Share a post on social media.** We've drafted a few posts you might consider personalizing and adding to your feeds. You might also consider pairing these written posts with an image from the 'Graphics' section of this packet. In addition, please 'share' the posts we'll be publishing on our various social media pages.

Social posts from individual:

- Did you know Kentucky is the state with the highest rate of child abuse? The pandemic has only complicated the already complex issues that destabilize families and put kids at risk. I'm proud to support Maryhurst, a nonprofit that is stepping up to help families during this time. Stories like these give me hope: www.maryhurst.org/hope
- Maryhurst is saving kids' lives. They go the extra mile to help families overcome trauma they have experienced and provide them with what they need to build a better future. Check out their Week of Hope event going on NOW here: www.maryhurst.org/hope

Social post from organization/sponsor:

- [Organization] is proud to be [sponsoring/supporting] Maryhurst's Week of Hope event. They are a child welfare nonprofit that is saving kids' lives and strengthening families throughout some very difficult times. Check out their stories here: www.maryhurst.org/hope
- [Organization] cares about our Louisville community, and one organization that is helping to make our city a healthier and more vibrant place is Maryhurst. Especially during the pandemic, they've stepped up to care for children and families in the community who are in great need. Join us in supporting them here: www.maryhurst.org/hope

Graphics

Profile photo:



Facebook profile frame:

go to www.facebook.com/profilepicframes and search 'week of hope maryhurst'



Cover photo:



Contact

If you need help with any of the instructions or guides in this packet, or if you have additional ideas you'd like us to explore together with you, please contact:

Lori Cecil, Director of Events and Fundraising Operations

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Lcecil@maryhurst.org

Mary Summers, Director of Community Engagement

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msummers@maryhurst.org



Saving kids' lives. Strengthening families.

Appendix

Below are several email messages you can customize and send to your friends/loved ones/coworkers/etc. to spread the word about the Week of Hope!

Email from individual to individual (with your donation link)

Dear [Name],

I hope you and your family have been well since we last caught up. I'm writing to invite you to participate in a local charity campaign happening this week that I hope you'll be interested in supporting.

You may know that I'm involved with a child welfare nonprofit called Maryhurst, which does meaningful work around the region to help strengthen and empower children and families in great need. They work with hundreds of our city's most vulnerable residents – many of whom have histories of severe trauma – to prevent abuse, restore hope, and empower survivors.

There's a special urgency in their fundraiser this year, as their operations have been significantly impacted by COVID-19. Children living on their campus have had their visitation and travel limited according to safety guidelines, and many of the families they serve have experienced job loss and other economic stressors.

The Maryhurst team has stepped up to help in a big way, but their own costs have increased as a result. I'm doing my part to offset the burden by starting a personal fundraiser that I'm asking you to also contribute to if you're able. You can find that here: [www.maryhurst.org/hope or your personalized link]

You can also share the link with anyone you think might feel moved to give. The further the link travels, the more resources we're gathering for a child who needs our help. I like to think of the good that it will do: a therapy session, a new pair of clothes, or a college visit. Anything to help!

Thanks for supporting me with this,

[sender]

++

Email from organization to members/employees (with donation link)

Teams,

One of the best things about being involved with [org] is our commitment to strengthening our communities. I'm proud that we make such significant investments in our area's nonprofits.

Today I'm writing to invite you to participate in a local charity campaign from one of our partners that I hope you'll be interested in supporting.

You may know that we're involved with a child welfare nonprofit called Maryhurst, which does meaningful work around the region to help strengthen and empower children and families in great need. They work with hundreds of our city's most vulnerable residents – many of whom have histories of severe trauma – to prevent abuse, restore hope, and empower survivors.

There's a special urgency in their fundraiser this year, as their operations have been significantly impacted by COVID-19. Children living on their campus have had their visitation and travel limited according to safety guidelines, and many of the families they serve have experienced job loss and other economic stressors.

The Maryhurst team has stepped up to help in a big way, but their own costs have increased as a result. We have volunteered to raise some funds to offset their added expenses.

If you're able, please consider making a gift in honor of [org] by following this link: [www.maryhurst.org/hope or your personalized link].

You can also share the link with anyone you think might feel moved to give. The further the link travels, the more resources we're gathering for a child who needs our help. I like to think of the good that it will do: a therapy session, a new pair of clothes, or a college visit. Anything to help!

Thanks for considering a gift. I'm happy to put you in touch with a team at Maryhurst if you have any questions,

[sender]

Appendix (cont'd)

Below is a message you can customize and send to your friends/loved ones/coworkers/etc. to spread the word about the Week of Hope!

Email from individual to individual (awareness only)

Dear [Name],

I hope you and your family have been well since we last caught up.

I know you're passionate about children's issues, so when I came across this event from a local charity, I thought of you.

You may know that I'm involved with a child welfare nonprofit called Maryhurst, which does meaningful work around the region to help strengthen and empower children and families in great need. They work with hundreds of our city's most vulnerable residents – many of whom have histories of severe trauma – to prevent abuse, restore hope, and empower survivors.

This week they are celebrating their impact, and some of the stories they've published have been moving to me. I thought you might also enjoy having a look: www.maryhurst.org/hope.

There is a fundraising element to their celebration, but there's absolutely no pressure to give. If you're interested in learning more, there's plenty of info on their website – just Google 'Maryhurst.'

Let me know what you think! If you'd like, I can help get you plugged in and in touch with a team there.

[sender]