

Week of Hope

— benefiting maryhurst —

June 7-11, 2021

Quick Start Guide & Supporter Toolkit

— *“Courage, go forth!”* —

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 more than 700 kids and families from all across Kentucky every single year.

In the pages that follow, you'll learn details about our biggest giving moment of 2021, 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.

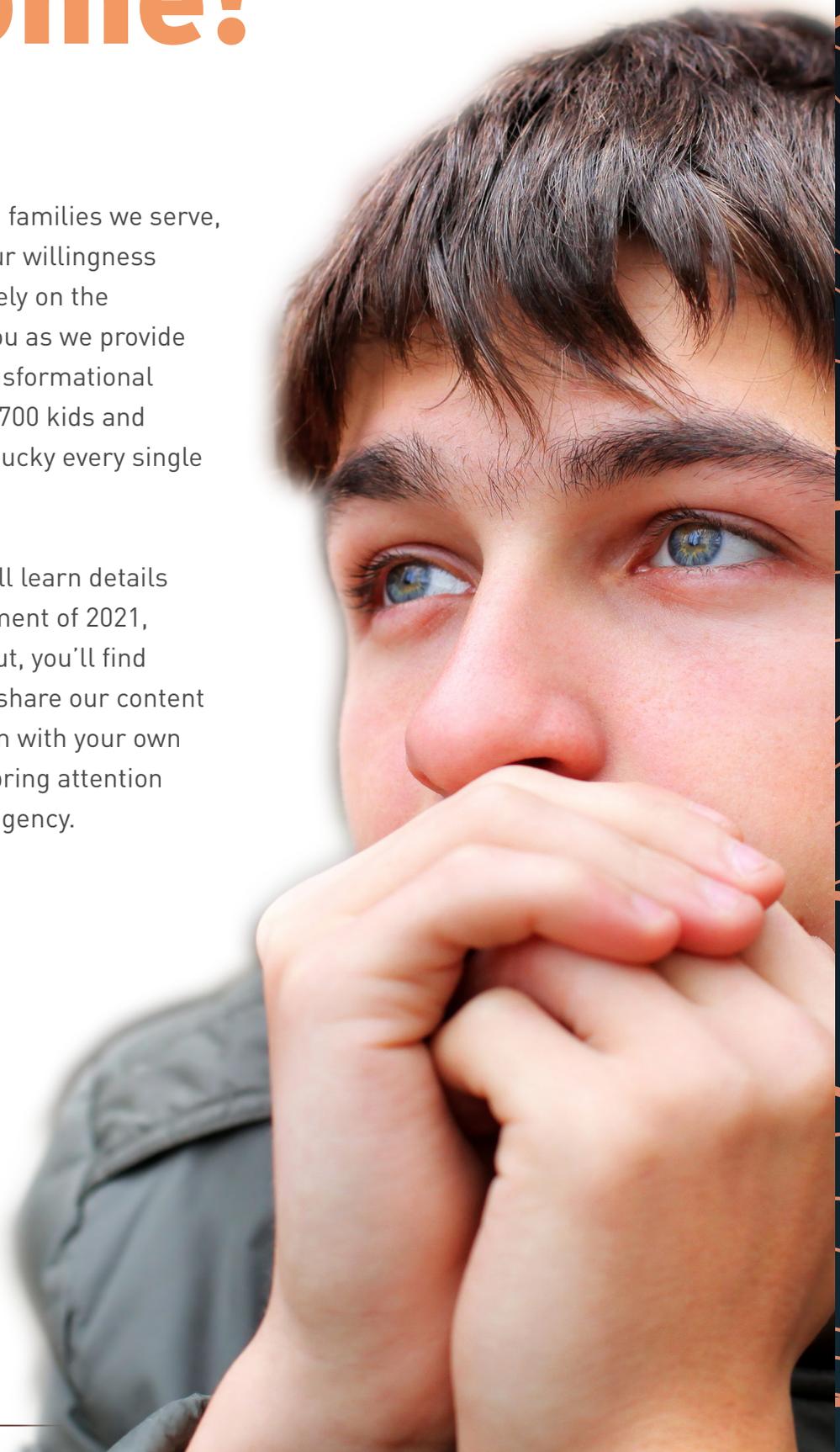


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What is Week of Hope?

The Week of Hope is a grassroots, mostly-virtual fundraising & awareness campaign benefiting Maryhurst. For the past 30 years, Maryhurst has convened a group of supporters for an in-person luncheon, Journey of Hope. During the COVID-19 pandemic, we've reimagined all of the best things about the luncheon in a safe, online format. It's a win-win!

On each day between **Monday, June 7 and Friday, June 11**, 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:



Supporters *(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 a supporter 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 help Maryhurst in 2021?

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.

This year, we're working with local children and families to move forward boldly. We need your help to live up to the words of Maryhurst's founder from nearly two centuries ago, "Courage, go forth!" Here's why this year's especially important:

For our clients, things are different now.

The pandemic has changed the world forever. The isolation and new routines introduced by COVID-19 were difficult – especially for those already living with PTSD or other significant trauma. Throughout last year, dozens of young survivors of abuse graduated high school, completed therapeutic programs, and transitioned into independent housing under extraordinary circumstances. Now, the big question is: what comes next? Funds raised during Week of Hope will ensure we're able to be there for youth and families as they're looking to start new ways of living: college, remote work, a transformed economy, and all the different things that we're learning to do again.



We're growing.

Despite it looking a little different than we pictured, Maryhurst grew several programs and the number of kids and families we served in 2020. We launched a brand new Aftercare service, which is making sure youth exiting our programs remain in touch and have the skills needed to flourish in early adulthood. Additionally, we opened a counseling office in the Shively neighborhood, where we're already meeting with hundreds of families to provide wellbeing resources. Both of these programs are primed to continue growing and increasing their impacts! Your gift in 2021 will boost them even further.

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 life-saving work.

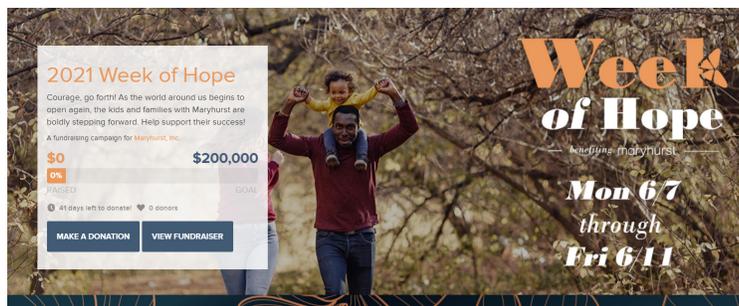
~700

children and families served by Maryhurst every single year.

What do I do if I want to have the greatest impact?

We're thrilled that you're enthusiastic about supporting Maryhurst and want to do the most you can! Our goal of raising \$200,000+ throughout the Week of Hope couldn't be achieved without your help. You can help us by checking out each of the pages that follow, but it begins with setting up your online fundraiser and telling others about your personal connection with Maryhurst.

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 6/5

- 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. If you've never created a Givegab profile before, you will be prompted to register; if you made a Week of Hope page last year, it will be as simple as logging in. You will then be given options to customize your page by adjusting the fundraising goal, adding a personalized greeting, and setting up a 'thank you' message that your donors will receive. (Alternatively, you can message your point of contact at Maryhurst who would be happy to set up a donation page for you!) Once you have finished your page, you'll be ready to send your site to those in your network. If you believe your network would be more likely to participate offline, you can request mailable hard copy donation cards from the Maryhurst development office.
- 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. If you need help, check out the "[Who to Invite](#)" exercise in the Appendix. 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](#)).

Between 6/7 and 6/11

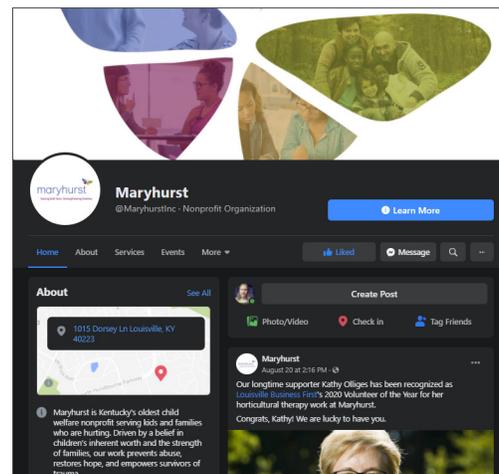
- 3. Begin by sharing your Maryhurst story with your network, along with a link to your donation page.** It's time to invite your networks to join us in the Week of Hope! Click [here](#) for sample messages you can start with to customize in your own voice. See also the '[Your Maryhurst Story](#)' Appendix exercise.
- 4. Share Maryhurst WOH content on social media and email.** 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.

You'll always have the option to make your donation anonymously, even on your personal fundraiser page. If you'd like to add a major gift to be used anonymously as a match, please reach out to your point of contact at Maryhurst.

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.

Even if you can't give, sharing our stories and encouraging others to make an impact can make a big difference!



Before 6/7

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 6/7 and 6/11

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? I'm doing my best to support Maryhurst, a nonprofit that is helping young survivors and their families as they move forward into their post-pandemic lives. Stories like theirs give me hope that we can end the cycle of abuse once and for all: www.maryhurst.org/hope

Social post from organization/sponsor:

- [Organization] cares about our Louisville community, and one organization that is helping to make our city a healthier and more vibrant place as the world reopens: Maryhurst. They're stepping 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

4. **Share content from Maryhurst's social media pages.** We'll be publishing plenty of photos, stories, and videos to our [Facebook](#), [Twitter](#), and [Instagram](#) accounts throughout the week. Be sure to Like, Follow, and Share!

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

Health and safety are central to Maryhurst's mission, which is why we made the decision to keep this year's major fundraiser in a primarily online format.

Still, we know that some of our supporters may feel safe and comfortable hosting small gatherings dedicated to bringing awareness and assistance to Maryhurst. That's why we've made some plans to make the most of those private events held 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 5/21

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, June 1, 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.

Graphics

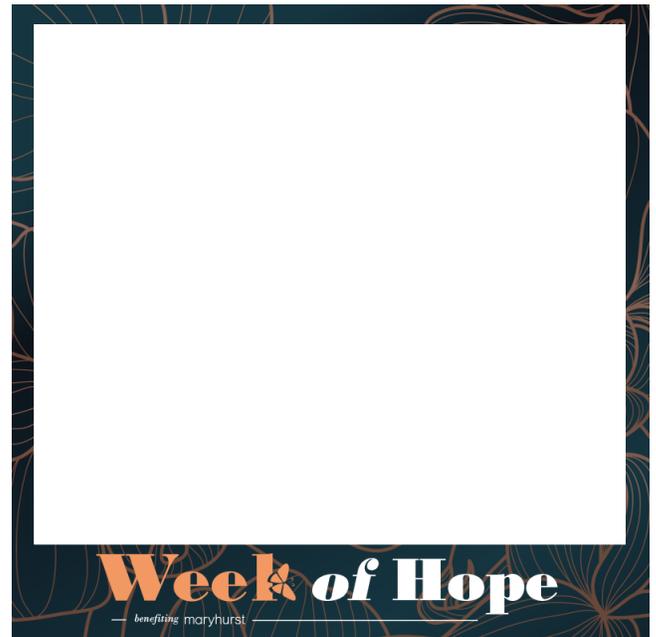
click/press images, right-click/long-press, then select 'save image as' to save these graphics to your device for use on your personal social media.

Profile photo:



Facebook profile frame:

go to www.facebook.com/profilepicframes and search 'week of hope 2021'



Cover photos / banners:



Graphics (cont'd)



Week of Hope
— benefiting maryhurst —

A HOPE-FILLED FUTURE, NOW

presented by:  CHURCHILL DOWNS 

Jun 7 - Jun 11
maryhurst.org/hope



Week of Hope
— benefiting maryhurst —

COURAGE. HOPE. ACHIEVEMENT.

presented by:  CHURCHILL DOWNS 

Jun 7 - Jun 11
maryhurst.org/hope



Week of Hope
— benefiting maryhurst —

HOPE MAKES A WORLD BRIGHT

presented by:  CHURCHILL DOWNS 

Jun 7 - Jun 11
maryhurst.org/hope

Appendix - Who to Invite?

If you're setting up a peer-to-peer fundraising page or want to increase your impact by inviting others to participate in the Week of Hope celebration, consider the following to invite:

- 5 high school or college friends
- Family/friends who share a passion for child welfare
- Your holiday card mailing list
- Your coworkers
- Your church small group or class
- Professional associations or membership groups

My invite list:

1. _____
2. _____
3. _____
4. _____
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25. _____



Appendix - Maryhurst Story

By writing out or brainstorming your personal answers to these three questions, you'll have a great "My Maryhurst Story" to share on your peer-to-peer, social page, or email messages!

1. When/how did you know you wanted to be involved with Maryhurst?

2. What Maryhurst program/aspect is most meaningful to you, and why? Who is impacted by it?

3. What are the biggest and proudest moments you've had with Maryhurst?

Appendix - Messages

Below are several email messages you can customize and send to spread the word about the Week of Hope!

Email from individual to individual (with your donation link)

Hi [Name],

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 help hundreds of our city's most vulnerable residents, many of whom have histories of severe trauma. I support Maryhurst by [insert a bit of your 'Maryhurst story'].

I'm writing you because Maryhurst is doing their biggest fundraiser of the year this week, and when I thought of who I know who might want to join me in helping them, I thought of you! I've created a personal fundraiser that I hope you'll support 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.

Thanks for supporting me with this,

[sender]

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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.

Maryhurst does meaningful work around the region to help strengthen and empower children and families in great need. They help hundreds of our city's most vulnerable residents, many of whom have histories of severe trauma.

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].

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

[sender]

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Email from individual to individual (awareness only)

Dear [Name],

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 help hundreds of our city's most vulnerable residents, many of whom have histories of severe trauma.

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.

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]

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

502.271.4523

Lcecil@maryhurst.org

Mary Summers, Director of Development

502.271.4526 | 812.584.1739 (cell)

msummers@maryhurst.org



Saving kids' lives. Strengthening families.