



# Fundraise Your Way Toolkit

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## Planning your event:

### Deciding on your event.

1. **Reading:** Host a book club – bonus points if the book deals with issues that Second Story’s youth may be facing to raise awareness. For a list of relevant books, check out [this list](#). We also recommend *Abandoned: America’s Lost Youth and the Crisis of Disconnection* by Anne Kim.
2. **Running:** Host a family 5k and invite your family and friends to join you in your exercise goals.
3. **Baking/Cooking:** Try out those new quarantine recipes and have a bake sale!
4. **Crafting:** Paint, make stained glass, sketch portraits, or sew; sell your goods and then donate the proceeds.
5. **Games/sports:** Gather your friends for a Zoom game night or host a tournament (think tennis, golf, or soccer) for your neighborhood.
6. **Wine:** Host a virtual wine and cheese happy hour to sip and help your community at the same time.
7. **Podcasts:** Gather your friends together to listen and discuss your favorite podcast, or better yet, the Second Stories podcast.
8. **Movies/TV:** Create a movie night and stream a film with friends.

### Planning Tips

1. Stay safe! Follow COVID-19 safety procedures outlined by the CDC.
2. If you’re hosting an online fundraiser, reference the following websites to help you begin:
  1. [Facebook](#)
  2. [GoFundMe](#)
3. Choose a time and day far enough in advance to give you time to plan and your guests time to RSVP.
4. Choose a place and/or platform. Make sure to take weather and your ability to social distance into consideration. If you are gathering online, familiarize yourself with the platform you are using.
5. Set a fundraising goal and share it with your attendees. It is completely up to you if you will sell tickets for your event or simply accept donations as a means to raise support.
6. Send out personal invites via email, text, or messenger to contribute to your fundraiser. Utilize the Second Story website, stories, podcast, and impact list to increase engagement.



Youth Services and Safe Shelters

7. Consider inviting a Second Story representative to talk about how the funds will be used. To set it up, email us at [outreach@second-story.org](mailto:outreach@second-story.org)
8. Collect the contact information of those who attended so Second Story can thank them for their participation and send donation receipts.
9. Follow up with attendees after your event and thank them for participating and/or donating.
10. Invite your attendees to an Open Door Information Session. They can register [on our website](#) or we can schedule a private Open Door for your group.

#### Collecting Donations:

1. By check: donations can be collected by the organizer of the event and sent to:  
Second Story  
P.O. Box 694  
Dunn Loring, VA 22027  
Checks should be made out to Second Story.
2. Online: Participants can donate [on our website](#). Please ask all participants to note the event in which they're participating in the comments section. For example, "Bob's 5k" or "Emily's sew-a-thon."

## Inviting your friends:

#### Sample Invitations:

1. Sample social media posts:
  - a. I'm fundraising for Second Story to help vulnerable youth and their families offset COVID impacts. [I am hosting \[insert fundraiser\]](#) [Help us meet our financial goal and give youth a second story.](#) [Insert contact instructions here!]
  - b. I'm supporting Second Story and raising funds to help provide brighter futures for youth and their families. I am hosting \_\_\_\_\_. Your gift/participation provides support for homeless and vulnerable youth in need. Help us make a difference! [Insert contact instructions here!]
  - c. For my birthday [or special event] this year, I am asking you to celebrate kindness by giving to those in need. I am hosting [insert fundraiser] for Second Story. Be a part of a youth's second story and [Insert contact instructions here!]
  - d. I am fundraising for Second Story to provide support for youth experiencing homelessness and youth and families in crisis. I am hosting [insert fundraiser here] and your support would mean the world to me. A little giving from each of you can help transform the lives of children and youth. [Insert contact instructions here!]



## Sample information to share:

### Your impact:

1. \$100 can provide four teenagers with a counseling session at Second Story for Teens in Crisis.
2. \$500 can provide one week's worth of healthy snacks to 50 children in Second Story in the Community.
3. \$1,000 can provide six months of therapy for a young woman at Second Story for Young Mothers.

More examples of your impact can be found [on our website](#).

**Our mission statement:** Second Story transforms the lives of children, youth and their families by providing safe havens and opportunities for them to grow and thrive. Our programs provide support at critical turning points in their lives.

### Our programs:

1. **Second Story for Teens in Crisis:** Second Story for Teens in Crisis offers a temporary safe haven for young people 13 to 17 years old. Young people stay for up to three weeks at a time and receive crisis intervention-focused individual, group, and family counseling.
2. **Second Story for Young Mothers:** Second Story for Young Mothers provides housing, counseling and training to homeless women age 16 to 24 who are pregnant or have young children. We put an emphasis on parenting skills, completing an education, job readiness, and basic self-sufficiency so that young women will be able to support themselves and their children.
3. **Second Story for Homeless Youth:** Second Story for Homeless Youth provides housing, counseling, and life skills support so that young people are equipped to fulfil their potential and become self-sufficient adults. We work alongside these youth to help them achieve their education and employment goals.
4. **Second Story in the Community:** Second Story in the Community operates neighborhood-based Family Resource Centers and after-school programs for youth and families in Culmore, Annandale, and Springfield.

For more information regarding Second Story's programs, visit [our website](#).

### Relevant Statistics and Information:



1. On any given night approximately 41,000 unaccompanied youth ages 13-25 experience homelessness. ([National Conference of State Legislatures](#))
2. Youth without a high school diploma or GED are 346% more likely to experience homelessness than those who graduate from high school. ([Chapin Hall at the University of Chicago](#))
3. Hispanic youth are 33% more likely to experience homelessness, Black or African American Youth are 83% more likely, LGBTQ youth are 120% more likely, and unmarried parenting youth are 200% more likely. ([Chapin Hall at the University of Chicago](#))
4. In Second Story's 2020 fiscal year (July 1, 2019-June 30th, 2020), we answered 942 hotline calls, served nearly 500 individuals across our residential programs with safe shelter and case management, and provided over 17,500 students and families in our community-based programs with after-school support and drop-in services. ([Second Story's Annual Report](#))
5. 70% of youth in Second Story's residential programs were laid off or had their hours cut because of the pandemic. ([Second Story's Annual Report](#))
6. We helped 100% of youth in Second Story in the Community with homework during the pandemic, and 100% of eligible high school students in our programs graduated from high school in 2020. ([Second Story's Annual Report](#))

You can find [sample stories](#) and [stream our podcast](#) on our website.

## FAQs & Contact Information:

1. Is there a minimum I need to raise in order for my event to "count"?
  - a. No. No matter how much you raise, whether it is \$5 or \$5,000, we are so grateful for your help. Also, even if your event doesn't raise a lot of money, it helps us raise awareness which is also very important.
2. Can I use the Second Story logo to promote my event?
  - a. Yes! Just email [outreach@second-story.org](mailto:outreach@second-story.org) and let us know the purpose for the logo, the date of your event, and the contact information for the person running the event. We will respond and send you a high-res logo!
3. Can a Second Story Staff person speak at my event?
  - a. Yes! We are more than happy to share about our work. We are attending events in-person on a case-by-case basis when social distancing precautions are put in place.
4. Do I have to host an event to fundraise for Second Story?
  - a. No. Even if event planning isn't your thing, you can still share about our work and ask for financial support.



Youth Services and Safe Shelters

5. Can I host an event and collect something other than money?
  - a. Yes! Second Story is always in need of in-kind essential goods. Visit our [website](#) for more information.
6. What if one of my participants wants to get more involved with Second Story?
  - a. Please invite them to an Open Door Information Session to learn more. They can register [on our website](#).

**Contact Us:**

If you have questions for a Second Story staff member, please contact Lauren Freeman at [outreach@second-story.org](mailto:outreach@second-story.org) or 571-327-2819.