

## The Way Home Social Media Fundraising Campaign World Homeless Day 2015



### Communicator's Toolkit

**Help us raise \$12,500 by November 10 to turn 50 houses into homes!**

#### The Need:

Since 2012, The Way Home with its 70 partners has housed more than 2,700 chronically homeless individuals and has effectively ended veteran homelessness, housing more than 3,900 veterans. Its redesigned Rapid Re-housing program started at the beginning of 2015 and already more than 300 families are enrolled and on the path to housing. However, once an individual or family is housed, other needs still remain to turn their house into a home. Households often lack access to basic home goods, ranging from utensils and cook ware to bed linens and towels.

Unity of Houston has provided 100 Welcome Baskets since last October, and they have promised to provide another 50 baskets this fall. As such, they are challenging us as The Way Home to “meet them or beat them” by raising the money to provide at least an additional 50 baskets. Let’s see if we can raise even more!

You can help raise \$12,500 to provide Welcome Baskets for 50 individuals or families who are housed through The Way Home’s permanent housing programs. This effort will kick off on October 9, just one day before World Homeless Day, and will run through November 10, just before National Hunger & Homelessness Awareness week. Each welcome basket costs an average of \$250.

#### Quick links:

[The Way Home](#)

[The Way Home Fundraising Campaign landing page](#)

The Way Home Campaign short link: <http://goo.gl/AbQkSt>

[The Way Home Donate page](#)

[Coalition for the Homeless of Houston/Harris County](#)

- **The Way Home is not on social media yet! So be sure to tag the Coalition when you post!**
- [Facebook](#)
- [Twitter](#)

[Unity of Houston](#)

- [Facebook](#)
- [Twitter](#) Handle: @Unity\_Houston
- Unity in the Community Facebook

[Dropbox Folder](#) (with images and other resources to share!)

**Be sure to #hashtag your social media posts with #thewayhomehou  
and #welcomehomehou!**

## Sample social media posts:

Help turn 50 houses into homes – give to The Way Home today! <http://goo.gl/AbQkSt>  
#welcomehomehou #thewayhomehou

The Way Home has housed more than 5,000 homeless people since 2012. Help us welcome them home today! <http://goo.gl/AbQkSt> #welcomehomehou

@Unity\_Houston has pledged 50 Welcome Baskets this fall – can we meet them... or beat them?  
#welcomehomehou <http://goo.gl/AbQkSt>

\$10 provides personal hygiene items for those housed through The Way Home. Donate today!  
#thewayhomehou #welcomehomehou <http://goo.gl/AbQkSt>

\$10 can provide kitchen utensils for those housed through #thewayhomehou. Donate today!  
<http://goo.gl/AbQkSt> #welcomehomehou

\$10 can provide bathroom goods for those housed through #thewayhomehou. Donate today!  
<http://goo.gl/AbQkSt> #welcomehomehou

\$20 can provide bed linens and towels for those housed through #thewayhomehou. Donate today!

\$25 can provide cleaning supplies for those housed through #thewayhomehou. Donate today!  
<http://goo.gl/AbQkSt> #welcomehomehou

\$25 can provide cooking supplies for those housed through #thewayhomehou. Donate today!  
<http://goo.gl/AbQkSt> #welcomehomehou

\$50 can provide a full kitchen setup for those housed through #thewayhomehou. Donate today!  
<http://goo.gl/AbQkSt> #welcomehomehou

**For help, or for more ideas and resources, please email Sara Brown at [sbrown@homelesshouston.org](mailto:sbrown@homelesshouston.org) or call at 832-659-2293.**