



Fundraising Tips

Mission:

The Elizabeth Stone House partners with adult and child survivors of domestic violence and related trauma – mental illness, housing instability and substance misuse – to achieve safety, stability, and overall wellbeing, thereby contributing to the strength, resiliency, and health of the community we serve.

Table of Contents:

Page 2	Tips from hikers
Page 3	Where does the money go? & How to give
Page 4	Getting started: Asking to give

Tips from hikers

The Wilderness Heals blog is a rich source of information. Read through past blog entries to learn about past hiker experiences on the trails and with fundraising. You can access the blog by going to this website:

<http://wildernesshealsblog.com>

If you type “fundraising” into the search box, you will get several results of blog posts full of great ideas on how to fundraise for your hike.

Here is an excerpt from one of our favorite entries:

Wilderness Heals Blog

New posts every Wednesday!



FUNdraising Part 1.

Posted by Ashley Zullo on January 15, 2014

My best advice for anyone fundraising for Wilderness Heals or any other organization:

1. Find something you are good at and figure out ways to get donations for that. (Homemade cards, making jam, shoveling snow etc.)
2. Ask EVERYONE. Don't ever assume that someone can't make a donation because of (insert reason here). You never know what people can and cannot do and in these instances I know people have been very surprised with the generosity of their donors.
3. Get creative. I was once told by someone that when they go to their hairdresser they say instead of me tipping you, would you want to donate it to this hike I am doing for the Elizabeth Stone House?
4. Set small goals for yourself. Maybe you have an approximate amount you would like to raise for each month leading up to Wilderness Heals.
5. Thank your donors. This means a lot to you that they are donating to a cause that is important to you and by thanking them they are more likely to donate to you the following year.

Where does the money raised by Wilderness Heals go?

Here's how your support helps:

- \$60 provides an individual with safe shelter for one night.
- \$100 gives a family in need one home visit and follow-up time to arrange services.
- \$150 gets an individual in shelter linens, blankets and a mattress cover.
- \$250 provides an individual with one month of scheduled service coordination and counseling on education, housing and employment.
- \$500 supplies all shelter residents with toiletries and personal hygiene supplies for one year.
- \$1000 covers the cost of a one-day family outing for 20 Stone House residents.
- \$2500 pays for an instructor for two 12 session sections of our financial literacy class.
- \$5000 keeps the Parent-Child Center open for six days.

How to Give

1. Donate online by credit card
2. Mail a check to our P.O. box
3. Collect cash and deliver it in-person to the Elizabeth Stone House
4. Stock gifts
5. Matching funds
6. For larger gifts, bequests, or other methods not listed here, contact us

Wilderness Heals website

<http://wildernessheals.elizabethstone.org/>

Contact us

Our mailing address:

Elizabeth Stone House
P.O. Box 300039
Jamaica Plain, MA 02130

Do not mail cash.

****Make checks out to the “Elizabeth Stone House” and be sure to write your name or the hiker you’re donating to on the memo line****

If you have any questions regarding donations, contact:

Jillian Murphy Hess
781-718-1407 or jmurphy@elizabethstone.org
Annual Fund Manager, Elizabeth Stone House

Getting started: Asking to give

Asking people for money can be difficult – but it can also be rewarding. Remember, you're not just asking for money, **you are giving people the opportunity to support essential programs that help adults and children recover from the effects of trauma and homelessness.**

Some tips:

- **Know some facts about the Stone House and be prepared for questions.** Read about the Elizabeth Stone House carefully and feel free to refer people to the Stone House website. You don't have to be an expert, but this will allow you to answer questions your sponsors may ask.
- **Ask people close to you.** People give to people. Try to ask people face to face, or at least follow up a letter of request with a personal phone call.
- **Stay positive.** Don't apologize for asking. Explain that sponsorships benefit the individuals and families the Stone House serves each year.
- **People don't give if they aren't asked to give.** Ask everyone in your circle of family and friends – even your hairdressers, dentists, and doctors. Often times people give based on their personal reasons unbeknownst to you.
- **Get started early.** The sooner you start the better you'll know whether the fundraising is going to be your toughest challenge. Create a plan. Set small, achievable goals. (i.e. two months after registering my goal is to raise \$500).

