



GIVING TUESDAY EMAIL TEMPLATES + SOCIAL MESSAGING

Thank you for supporting Raphael House this Giving Tuesday! Giving Tuesday is a global day of giving and unity that will take place on Tuesday, November 30th, 2021.

This year we're aiming to raise \$30,000 to support our Programs and families, and we need your help! Please consider making a donation, hosting a fundraiser, or posting to social media to help our campaign get more visibility. If you'd like us to start a fundraiser page for you or your company, the Raphael House Development team is more than happy to help.

If you have any questions, please email Community Engagement Manager Kellen Sarver at ksarver@raphaelhouse.org.

RELEVANT LINKS

Below are important links that will help spread the word about our Giving Tuesday Fundraiser:

- [Giving Tuesday Donation Page](#)
- [Link to start a Facebook fundraiser](#)
- [About Raphael House](#)
- [About Giving Tuesday](#)

EMAIL & SOCIAL MEDIA GRAPHICS



[Download the above graphics to share through email or social media.](#)

SOCIAL MEDIA

Here is a sample social media you can post to Facebook, LinkedIn, or Instagram:

- Today is #GivingTuesday! As **the/a [insert your title: Board Member, volunteer, etc.]** at Raphael House, I'm helping this amazing organization collectively raise \$30,000 today. Despite many challenges this past year, Raphael House has continued to help families experiencing homelessness get the care they need to stay safe and stable. Please consider making a donation to this organization that has been helping families for 50 years. Thank you so much! Donate here: <http://bit.ly/2zQcrq7>

SOCIAL MEDIA HANDLES & HASHTAGS:

- [@raphaelhousesf](#) on Instagram
- [@RaphaelHouseofSanFrancisco](#) on Facebook
- @RaphaelHouse [LinkedIn](#)

EMAIL TEMPLATE

Below is an email template you can send to your friends, family, coworkers, and potential donors. Please update the fields highlighted in pink with your details, and feel free to rework the email if needed!

Dear **[insert name]**:

*I hope you and your loved ones are having a wonderful holiday season! **[OPTIONAL: ADD A PERSONAL NOTE HERE TO PERSONALIZE THE EMAIL.]***

*As **a/the [enter your title here, example: Executive Director, Board member, volunteer, etc.]** of Raphael House, a private, community-funded family homeless shelter in San Francisco, I'm asking you to consider supporting our organization for Giving Tuesday on Nov. 30th. Giving Tuesday is a global day that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.*

Last year, Raphael House was at risk of facing cuts due to the many challenges presented by COVID-19. We are fortunate to have amazing supporters who have stepped up to help us continue our services without interruption, but we still need help!

This Giving Tuesday, I'm helping Raphael House meet their \$30,000 goal. We have one day to meet this challenge!

I humbly ask you to consider making a donation today to Raphael House's [Giving Tuesday Fundraiser](#).

The Raphael House team has been doing a great job supporting families experiencing homelessness and poverty during the COVID-19 crisis. This includes providing:

- *Stable, home-like shelter in the heart of San Francisco*
- *Direct funds to cover rent, utility bills, groceries, childcare, and Internet access*
- *Warm daily meals in Raphael House's kitchen and dining room*
- *Remote support to help families meet housing, career, academic, and wellness goals*
- *Assistance connecting with community-wide supportive services*
- *Cleaning/sanitizing supplies to keep our residents and staff safe from COVID-19*

You can learn more about Raphael House [here](#). I am asking you to please help us do everything that we can to keep families healthy and safe this holiday. Please make a donation today—we need your support to meet this challenge. Every donation counts, whether you donate \$50 or \$500.

Thank you so much for your generosity! [\[Or a personal note to close the email\]](#).

((Your Name))

Raphael House [\[Title, e.g. Executive Director, Board Member, volunteer, etc.\]](#)

THANK YOU FOR ALL YOUR HELP!