

TEAM  
CHOICES

BREAKING THE CYCLE OF  
DOMESTIC VIOLENCE TOGETHER

**Team CHOICES**  
**A GUIDE TO SUCCESS**

## **WELCOME TO TEAM CHOICES!**

**Thank you** for joining Team CHOICES! We are excited to have you as a volunteer fundraiser and partner in our efforts to support the important work of LSS CHOICES for Victims of Domestic Violence.

The success of Team CHOICES is critically important to CHOICES and those we serve. This is our largest fundraising effort of the year!

As an advocate for domestic violence victims, if someone you know is need of help, please provide our 24-hour crisis hotline number, 614-224-4663, or encourage them to reach out to their local domestic violence organization.

If you need assistance at any time during this campaign, please contact:

Mary Costlow  
Philanthropy Associate  
[mcostlow@lssnetworkofhope.org](mailto:mcostlow@lssnetworkofhope.org)  
614-429-5484

**Thank you again for joining the Team CHOICES! Your participation is so important as, together, we can help break the cycle of domestic violence and provide safety, healing, and hope at CHOICES.**

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## WHY JOIN TEAM CHOICES?

As a member of Team CHOICES, you are helping ensure safe refuge for people who turn to LSS CHOICES for life-saving shelter and services in times of crisis driven by domestic violence.

### Did you know?

- One in three women and one in four men are affected by domestic violence in this country each year.
- Between July 1, 2021 and June 30, 2022, there were 20 homicides related to domestic violence in Franklin County, including three strangulations. Police departments in the county responded to 11,135 incidences of domestic violence in 2021 and in Columbus alone, 4,064 arrests were made.
- CHOICES is the only domestic violence focused shelter in Franklin County.
- Last year, CHOICES sheltered 865 people escaping a domestic violence situation, almost half of those were children.
- CHOICES staff assisted 4,800 people in crisis through the 24-hour hotline, provided help navigating the complex legal system to 175 people and provided counseling services to 210 people who were not in shelter.
- CHOICES has a kennel to house the family pet, so they do not have to be left behind when a family seeks safety in the shelter.

### Fundraising FAQs

- Do I have to raise a certain amount?
  - No. While we encourage a fundraising goal of at least \$500, there is no minimum requirement.
- If I make a personal gift, will that count toward my goal?
  - Yes! Your personal gift counts toward your fundraising goal, so be the first person to make a gift when you register and create your page to encourage others to follow your lead!
- What happens if I don't reach my fundraising goal? Do I have to cover the difference?
  - No, you are not responsible for covering any amount not raised toward your personal goal.
- When do I get started?
  - You can create your personal fundraising page any time, just [click here](#). Begin fundraising immediately or pace yourself through the duration of the campaign which concludes at the end of October.
- What kind of information should I share when asking people to give?
  - Resources about domestic violence and how CHOICES serves the community will be available to help with your outreach – You can create your own messages with the help of a few guidelines or download sample communications and make them your own.

- How much are you trying to raise and what will the funds be used for?
  - The total Team CHOICES goal is \$350,000. Funds raised will be used to shelter and care for victims and their children who turn to CHOICES for help. This includes our 144-bed shelter, counseling services, legal support, housing and employment services, and our 24-hour information and crisis hotline.

## GETTING STARTED

The Team CHOICES fundraising campaign is self-paced and runs through October 31, 2023. Get started right away!

### Determine your fundraising approach

There are two fundraising options available for Team CHOICES– individual or team fundraising. If you decide to fundraise as an individual, you’ll register as an individual fundraiser, create your personal fundraising page and set your goal. If you choose the team option, you will create your team page, set a fundraising goal for your full team, set your portion of that goal, create your personal fundraising page and invite your friends, family or colleagues to join your team and fundraise with you.

### Determine your fundraising goal

Now that you’ve committed to being part of Team CHOICES. it’s time to set your team and/or personal fundraising goal. Below are suggested fundraising goals and the impact YOU can have. Think about your network of potential supporters and consider a goal that you believe is achievable. Every dollar you raise helps people in our community find safety, healing, and hope at CHOICES, so don’t be afraid to aim high!

#### Suggested fundraising goals - see YOUR impact!

**Champion for Joy:** \$500 provides a full day of nutritious meals to 20 families in the shelter.

**Champion for Spirit:** \$1,000 ensures all shelter residents have a warm bed for a month.

**Champion for Courage:** \$2,000 helps shelter and care for 10 family pets for two weeks in our kennel.

**Champion for Freedom:** \$3,500 provides one night of shelter, prepared meals, and healing care for 60 people in shelter

**Champion for Peace:** \$5,000 provides afternoon snacks to all the children staying at the shelter for a full year

**Champion for Hope:** Choose your own goal. Every amount helps and has an impact!

## Register and create your team and/or personal fundraising page(s)

Once you have chosen your fundraising approach and goal, it's time to register and create your personal or team fundraising page. Visit:

<https://secure.qgiv.com/event/teamchoices2023/register/form/registration>

Be sure to personalize your page to let your visitors know why you are part of Team CHOICES!

If you have any questions about registering, please contact Mary Costlow at [mcostlow@lssnetworkofhope.org](mailto:mcostlow@lssnetworkofhope.org) or 614-429-5484.

## Like/Tag CHOICES on social media

If you haven't already liked us on social media, please do! You'll get the most up-to-date info on our programs. **You can also share our posts to encourage your friends to donate towards your fundraising goal.** On Twitter and Instagram, CHOICES info is shared on the LSS accounts. Don't forget to tag us in your own posts.

Facebook	<b>@lsschoices</b>
Twitter	<b>@lssco</b>
Instagram	<b>@lsscentralohio</b>

Be sure to use your social media accounts to get the word out that you are fundraising for CHOICES.

**During the campaign, make sure you like and share our social media posts and tag us in your posts.**

## Build your list of supporters

Start building your list of family, friends, co-workers, colleagues, neighbors and other individuals who you will ask to support you. Don't forget to include friends who you have supported in their fundraising endeavors. Now is the time to start collecting their email addresses if you don't have already have them handy!

***Pre-Campaign Fundraising Tip:*** *Once you have built your fundraising page, consider making your gift now. People are more likely to give if they see you have already made a gift. If you didn't make your gift when you created your page, simply go to your personal fundraising page and click on the **Donate Now** button.*

## WHAT TO DO DURING THE CAMPAIGN

### Communicate with your social circle

Everything you need to be a successful fundraiser can be found in [Fundraising Resources](#). On this page, you will find guidelines for creating your own personal messaging as well as sample templates for email, social media and text messages. There are also links to downloadable graphics, videos, client stories and more to share about CHOICES with your social circle. These tools can be used to send emails from within your fundraising account (step-by-step instructions are below), emailed from your own email account or posted to your social media account(s). You should personalize these messages and include a [challenge](#) or a story about why you support CHOICES.

***Don't forget to add the link to your fundraising page in all your communications!***

### When someone makes a gift

When someone makes a gift through your fundraising page, you will receive an automatic notification by email letting you know who made a gift. Here are a couple of things to consider once you receive a gift from a supporter.

#### ***Acknowledgements***

To make it easier for you, when one of your contacts donates through your fundraising page, a thank you email from you will be sent automatically. Additionally, each donor will receive an e-receipt from CHOICES.

#### ***Thank your supporters personally***

We recommend that you express your gratitude personally by making a thank you phone call or text, sending handwritten note or communicating via social media.

#### ***Remove gift givers from your contact list for the rest of the campaign***

When someone from your contact list makes a gift, remove them from your contact list so they do not continue to receive your donation emails.

### Alleviating fundraising fears

#### ***What if they say no?***

Don't take it personally. You are likely to get a no or two along the way. If they say they aren't able to donate, thank them for their consideration and continue to ask others.

#### ***Asking for money is uncomfortable.***

Just remember, you are not asking for yourself. You are asking on behalf of victims of domestic violence and their children who turn to CHOICES for help. Believe it or not, it's estimated that *one in three women* and *one in four men* will be affected by some form of domestic violence in their lifetime. Chances are, some of the people you are contacting may have been impacted by domestic violence personally or know someone who has been.

***The suggested fundraising goals seem high. I'm not sure I can reach any of them.***

You can! Consider breaking down your goal in smaller chunks so it feels more manageable. For example, it only takes 20 donations of \$25 to reach \$500, which feeds a family in shelter for 10 days! As you share your passion for CHOICES, you will help your contacts understand how important CHOICES' services are to our community. Remember, a gift of *any* amount can have a big impact. For instance:

- Just \$25 provides snacks for the children for a day
- \$50 feeds a family in shelter for two days
- \$120 provides a victim and their child two days of shelter and supportive services

**It's easier than you think to reach your goal!**

The most effective way to raise money for is to ASK! The main reason people don't give is because they were never asked. Have fun and get creative! And, remember you are not asking for yourself, you are asking for CHOICES!

Here are some ideas to get you started:

1. **Start with your own gift.** People are more likely to support you if they know you've already made a gift.
2. **Post and share on social media.** Build a post following the guidelines on the [Fundraising Resource](#) page or download the sample post available on that page. You can also share posts made on the CHOICES Facebook page every day. Add a few words of your own and the link to your personal fundraising page!
3. **Who have you supported?** Perhaps you have made a gift to a friend or family member who has asked you to support their fundraising effort. Now it's their turn to support you!
4. **Who do you text?** – Don't forget those who you regularly communicate with by text. Send them a quick text directly asking for their support. Be sure to include the link to your fundraising page so they can get there directly from the text.
5. **Friends of friends.** Ask your friends to share your fundraising page with their friends especially on social media!
6. **Host a fundraiser.** Hold a garage sale, bake sale, car wash, poker tournament, or other event where the proceeds go towards your fundraising goal.
7. **Celebrate a special day.** If you have a birthday or anniversary coming up, tell your family and friends that in lieu of a traditional gift, you'd like them to support your fundraiser.
8. **Make sure you ask your donors if their company matches gifts.** So many do! We are happy to help facilitate matching gifts. Just let us know.
9. **Create challenges.** Set a goal for yourself each week and challenge your friends to help you meet it.
10. **FOLLOW-UP.** Don't be afraid to send multiple follow-up emails or texts to your contacts who have not donated yet. Sometimes a reminder is all they need!

## WHAT TO DO AFTER THE CAMPAIGN

If you haven't already, send a personal thank you message to your supporters.

Share and celebrate your results on social media.

If you're not involved already, we have multiple opportunities available to engage with CHOICES. Visit <https://ssnetworkofhope.org/get-involved/> to learn more.

Continue to follow us on social so you remain updated on what we're doing and how your support is helping victims long term.

## YOU DID IT!

Thank you so much for being part of our peer-to-peer fundraising campaign for CHOICES!

Celebrate your success knowing that you have helped raise awareness about domestic violence in our community, and you've raised much needed funding to help CHOICES provide safety, shelter and healing for victims and their children.

Because of you, there is **HOPE** and help available to our neighbors who are experiencing domestic violence. You are helping turn victims into survivors!

***On behalf of CHOICES and the clients we serve...***

# thank you!