



MATTHEW TWENTY FIVE

# Walk in the Woods

May 6 | 10:30am

Edwin Warner Park Shelter 5



**M25**  
MATTHEW TWENTY FIVE

Housing | Help | Hope

Since 1986, we have empowered homeless veterans and men to recapture happiness, fulfillment, and independence.

**YEARLY SUCCESS**

250 MIL SERVED	35K MILLS SERVED	162 JOBS FOUNDED	234 HOMES RECOVERED
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**Anthony Botz**  
Vietnam Veteran | M25 Graduate

"...I was a stranger, and you invited me in..."  
Matthew 23:35



# Communication & Fundraising Toolkit

## Overview

We hope you can join us for our 2nd annual Walk in the Woods! This toolkit is meant to provide you with ideas and resources for promoting your walk team and the event itself. We want your fundraising and advocacy efforts to be as seamless as possible. Your support will impact the life of each man that comes through our doors and help us reach our goal of raising \$50,000!

## Walk in the Woods Event Website

Register, create or join a team, and donate by visiting our event website. This site is the main hub for all information about the Walk.

Event Link: <https://secure.qgiv.com/event/walkinthewoods2023/>

## Event Description

Are you looking for a meaningful way to make a difference in the lives of homeless veterans and men? Join us for our Walk in the Woods and take a step towards positive change in Middle Tennessee. Every day, there are men facing the harsh realities of homelessness. By walking with us, you will help raise awareness and funds to support those working through adversity to chart their personal path out of homelessness.

The Walk takes place on May 6 at Edwin Warner Park, starting at Shelter 5. The event is dog and family-friendly and the route features all paved roads (bring your strollers!). Registration is FREE and open to the public, so there is no entry fee or minimum donation amount to participate. Walkers who donate or raise a minimum of \$50 will receive a t-shirt, and we encourage you to create or join a team with a fundraising goal to increase your impact. Even if you can't attend, it's a great opportunity to register and spread the word about our work and mission!

## Walk in the Woods Contact

For all inquiries, including sponsorship information, please reach out to our Director of Development, Matthew Miller.

Email address: [mmiller@matthew25nashville.org](mailto:mmiller@matthew25nashville.org)



# Communication & Fundraising Toolkit

## Ways to Promote Your Team!

### **Post on Social Media**

Let people know you are walking with us — and tell them why. Provide the link to our registration page and include a call to action to join your team, donate and/or share with their network. Share on social several times as we lead up to the walk. Make sure to tag close friends and family in the post to get their attention. You can see some sample social posts on the following page.

### **Send an Email to Friends, Family, Colleagues**

Let people know you are walking with us — and tell them why. Provide the link to our registration page and include a call to action to join your team, donate and/or share with their network. Let them know that day-of attendance is not required to make an impact — consider simply giving or sharing to raise awareness. You can see some sample emails on the following page.

### **Hold a 15-Minute Info Session**

Hold a brief session for your work colleagues, community organization members or for family and friends. Tell them the basic event info, why you support our mission, and ask them to join your team, donate and share. To reach more people, consider doing a few sessions and offering a virtual option to promote the Walk.

### **Submit to an Newsletter/Bulletin**

Send in a blurb to your employer, church or community organization's newsletter or bulletin. Be sure to include the registration link and basic calls to action to join, donate and share.

### **Post to an Online Group**

Share the Walk link and info in online groups on Facebook, LinkedIn, Meetup, etc. Encourage people be a team leader, starting their own team that represents the group itself. Include those calls to action to join your team, donate or share.




## Registration Links

The Walk event home page link is provided on page 2. Here people can see basic info, our overall fundraising goal, sponsors and more. To register, simply click “Register” the very top of the page, or click “Register For This Event” below the fundraising thermometer. During registration, there is the option to participate as an individual or join or start a team.


If you are asking people to specifically join your team, you can share your team page link. Once registered and logged in, go to your fundraising dashboard. You will see a Links section and have the option to copy your Team Page URL. See the yellow arrow in the image below for details. When friends click this link, they will see your fundraising goal and have the option to donate or “Join Our Team.”

### Get the Word Out


Providing easy access to your fundraising page is a great way to increase donations.




Send a Fundraising Email



Share on Facebook





Add a Registrant





See All Donations


#### Links

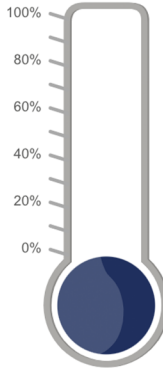
My Page [Edit URL](#)

<https://secure.qgiv.com/event/walkinthewoods2023/account...>  

My Team Page [Edit URL](#)

<https://secure.qgiv.com/event/walkinthewoods2023/team/91...>  





100%  
80%  
60%  
40%  
20%  
0%

**\$0.00**  
achieved

**\$250.00**  
goal

**0%**  
of your goal reached

[Update My Goal](#)





# Communication & Fundraising Toolkit

## Sample Social Media Posts

Use the following ideas for posting on Facebook, Instagram, LinkedIn, etc. **Be sure to tag our social accounts in your post and follow our pages** — our handles are listed below.

*If using Instagram, put your team registration link on your profile to make it easier for folks to join you!*

**Facebook:** matthew25helps

**Instagram:** matthew25nashville

### **[Sample Social Post 1]**

I am attending the Walk in the Woods on May 6 to benefit Matthew 25! Please join our team and/or make a donation to support their mission of providing Housing, Help and Hope to those in need. Every dollar raised helps provide critical resources to homeless veterans and men working toward a brighter future. Join me: ***PASTE YOUR TEAM LINK HERE***

### **[Sample Social Post 2]**

Looking for a way to give back this spring? Join me at Matthew 25's Walk in the Woods on May 6! This organization provides Christ-centered care to men facing the despair and hardships of homelessness. Their mission is founded on Christ's lessons of love, compassion and hospitality, and I am a firm believer in their work. Walk with me or make a donation! Use the link here: ***PASTE YOUR TEAM LINK HERE***

### **[Sample Social Post 3]**

Join me at the Walk in the Woods on May 6 to show your support for homeless veterans and men in Middle Tennessee! Matthew 25 provides comprehensive supportive services that enable men to obtain employment and return to independent living. In addition to beds and meals, they help bridge the gap from homelessness to housing by providing case management, employment and housing placement assistance, substance abuse recovery support, as well as life and social skills development and training. Support these men today: ***PASTE YOUR TEAM LINK HERE***



# Communication & Fundraising Toolkit

## Sample Emails

Use the following ideas for emails. Be sure to include your team link, fundraising goal and a strong call to action!

### **[Sample Email 1]**

Hello,

I'm working with Matthew 25 to raise money for their second annual Walk in the Woods! Will you please help me reach my fundraising goal of **[PASTE YOUR TEAM GOAL HERE]**? By registering today, you are taking a simple step towards uplifting the homeless veterans and men served by Matthew 25. I'd love to have you join my team to help support their vital work in Middle Tennessee.

If you'd like to join me, please visit my Team Page using the link below.

Team Page: **PASTE YOUR TEAM LINK HERE**

Online registration is easy – it only takes a few minutes! The Walk is crucial to help raise awareness of Matthew 25's mission. If you'd like more details about the event, feel free to email me with any questions. You can also reach out to their Director of Development here: **mmiller@matthew25nashville.org**

Thank you – I hope to see you there!

### **[Sample Email 2]**

Hello,

Will you help me give back this spring by joining my fundraising efforts for Matthew 25? Your action will help me reach my goal of **[PASTE YOUR TEAM GOAL HERE]** to support their provision of Christ-centered care to men facing the despair and hardships of homelessness. Matthew 25's mission is founded on Christ's lessons of love, compassion and hospitality, and I am a firm believer in their work. The Walk in the Woods is on Saturday, May 6 — so walk with me or make a donation!

If you'd like to join me, please visit my Team Page using the link below.

Team Page: **PASTE YOUR TEAM LINK HERE**

Online registration is easy – it only takes a few minutes! The Walk is crucial to help raise awareness of Matthew 25's mission. If you'd like more details about the event, feel free to email me with any questions. You can also reach out to their Director of Development here: **mmiller@matthew25nashville.org**

Thank you – I hope to see you there!



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## Other Fundraising Tips

### **Team Page Email Sends**

Our event sites makes it extremely easy to invite people to join through its email function. All you have to do is enter email addresses (or a file of email contacts) and hit send on an existing email template! On your fundraising dashboard, click "Send a Fundraising Email." Follow the guided steps from there, and you can import or enter up to 1000 addresses to invite.

### **Matching Gifts**

Find out if your employer offers a matching gift for donations so that you can double your impact! Additionally, try and recruit a team member and donor who would be willing to match your team's total. This will double each individual gift and motivate people to donate to your team.

### **Matthew 25 in the News**

Consider sharing this Fox 17 story about a recent Matthew 25 graduate, Willie Weaver: <http://bit.ly/3Y5sEAT>

### **Stay in Communication**

Stay in touch with your supporters and team by sending updates on the progress towards your goal and other information about the event. Encourage them to spread the word and ask others from their network to give and walk! You can also communicate with all registered team members through the email function on our event site. Simply choose "Share Event" from the left hand column, and then "Email Team Members."

### **Say Thank You**

The most important communication you will have with those supporting your team and fundraising efforts is saying thanks! Send personalized emails, texts or even a thank you note. Consider posting on social media as well and tagging your supporters.





# Communication & Fundraising Toolkit

## About Matthew 25

### **About**

More than a shelter, Matthew 25 is a Nashville-based, residential facility that provides Housing, Help and Hope to veterans and homeless men in need. Our service-intensive transitional housing program offers a safe, sober and supportive living environment for men wanting to turn their lives around. Specifically, we provide men comprehensive supportive services that enable them to return to independent living and obtain employment. In addition to beds and meals, we bridge the gap from homelessness to permanent housing by providing case management, employment and housing placement assistance, substance abuse recovery support, as well as life and social skills development and training.

### **Our Mission**

We are determined to alleviate homelessness by providing the resources for men to build a foundation on which they can transition to self-sufficiency. We recognize that these men have a need for structure, accountability, and ultimately hope for a brighter future. Our goal is to provide men the chance to escape the vicious cycle that is homelessness and addiction, helping them to become fulfilled and productive members of society.

### **Our Inspiration and Vision**

Matthew 25 draws deeply from the life and teachings of Christ. Our work and mission are founded on His lessons of love, compassion and hospitality. It is out of a conviction in these teachings that we seek to offer Christ-centered care to our brothers facing the despair and hardships of homelessness, addiction and poverty. We believe that all men deserve a chance to recapture fulfillment, happiness and independence, and we see Matthew 25 as an all-encompassing oasis for men in need of a fresh start on life.

### **The Community Problem**

It's no secret that Nashville has been booming for many years. As Nashville continues to grow, the cost of living rises, making it difficult for many to attain permanent housing. This is especially true for veterans who struggle to maintain employment due to disabilities, chronic medical conditions, substance abuse or poor mental health. Studies show that veterans are more likely to become homeless than the general population, as the barriers they face can result in a vicious cycle that leaves them with nowhere to turn.