

ATTAIN HOUSING PRESENTS



Home is still Where the *Heart* is **WEEK OF GIVING**

Friday, September 18 - Thursday, September 24
Kick-Off Virtual Event | Friday, September 18

Welcome

First, thank you for the ways you support Attain Housing. Your compassion and kindness towards homeless families means more to these families than we are able to express in words. Amidst this crisis, we are eager to continue serving families on the Eastside. Your support is more important now than ever!

About Attain Housing's Virtual Fundraiser

Our Home is Still Where the Heart is Fall Fundraiser is our biggest annual fundraiser. Funds raised from this event go towards providing families with case management services to make lasting life changes, which help lead them to sustained, permanent housing.

Given current circumstances, we are shifting our in-person fundraising event online to a virtual Week of Giving! The Week of Giving will take place on our website Friday, September 18 - Thursday, September 24. Here are some of the exciting components we are planning:

- **Kick-off Virtual Event**
- **Inspiring videos from our beneficiaries, board, staff**
- **Unique opportunities to give**

Your Goal as an Attain Housing Ambassador

You are the heart of Attain! Please reach out to your friends, family, and colleagues and ask for their support. Express to them how important Attain is to you and how important it is for us to support Attain's mission. You are helping your network connect to our cause and by doing so, making it even more possible for us to assist families in need. You can mark your success by doing your very best to make Attain known to your circle and asking them to donate.



For the last 31 years, Attain Housing has provided homeless families with stable transitional housing and compassionate case management services. Founded in Kirkland as KITH and in Bellevue as Housing at the Crossroads, the two organizations merged then later rebranded as Attain Housing in 2014. Attain follows the legacy and mission set forth by its compassionate community founders and early board members who felt that **no family should have to live on the streets in an area where others have plenty of resources.** In 2020 we added an additional 4-plex that now houses four families.

Attain added the Stable Home program in 2017 to provide eviction prevention and short-term rent assistance services to help keep people from becoming homeless. During pre-COVID-19 times, Attain also provided the resources and organized volunteer groups for Community Supper, a 20+ year tradition of hosting a hot meal at Holy Spirit Lutheran Church in Kirkland, free to all in the community.

In 2019, our 33 apartments supported 46 families consisting of 63 adults and 100 children. In addition to housing, Attain Housing assists these families with case management services that help them make lasting life changes, which help lead them to permanent housing.

Our Stable Home eviction prevention program prevented 241 households from becoming homeless, a 141% increase in households served in 2018. Our Community Supper program served 2,813 hot meals.

During times of crisis, we all rely on our fellow community members to rise to the challenge and support each other. 2020 has shaped up to be a year like few others, and we need the support of our community more than ever.

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for social media & invitation sharing

Before you move ahead and invite people to participate in the virtual fundraiser, let's start here:

Answer these questions

Feel free to write down your answers here or simply use these questions to help guide you in your conversations with others.

Why do you support Attain?

In what ways do you support Attain?

What inspires you most about Attain's impact?

What are some personal stories and experiences you have had with Attain that you could share with others?

Make a list!

Make a list of people you want to ask to support Attain with a donation. Think about the best way to connect with them and the best time to reach them.

LIST: who will you ask? Don't feel limited by those who are in close proximity. Think BIG! Reach out to people out-of-state.

CONTACT: how will you best reach them? Phone call? Text? Email? Social media?

TIME: when are they best reached? Be considerate of their time.

Resource: feel free to use our template on the next page!

YOUR OUTREACH LIST

TIP: This is a fillable PDF so feel free to fill this out on your mobile device.
Click **HERE** to download this template or simply print out this page again.

NAME: _____

CONTACT METHOD: [☐] Phone [☐] Text [☐] Email [☐] Social Media [☐] _____

CONTACT: _____

BEST TIME: ____ : ____ AM / PM

INITIAL OUTREACH: ____ / ____ / 2020 **FOLLOW UP:** ____ / ____ / 2020

NOTES:

NAME: _____

CONTACT METHOD: [☐] Phone [☐] Text [☐] Email [☐] Social Media [☐] _____

CONTACT: _____

BEST TIME: ____ : ____ AM / PM

INITIAL OUTREACH: ____ / ____ / 2020 **FOLLOW UP:** ____ / ____ / 2020

NOTES:

Our virtual fundraiser is already set up online here so donations can be received immediately.

While our week-long fundraiser will not “go live” until Friday, September 18, we ask you to lead the way and make a generous donation so that we can get a head start and inspire others to join! **Here is how you and your friends can donate:**

1. Visit our website!

www.attainhousing.org/fall-fundraiser



Virtual Week of Giving Business Heroes Who We Are Our Services Get Involved [DONATE](#)



We are transitioning our Fall Luncheon event to an online Week of Giving that will run from Friday, September 18 – Thursday, September 24. You will have the opportunity to view inside perspectives and watch stories that will help you feel closer to our work that you support.

On Friday, September 18th, we invite you to join us for our kick-off event! The event will feature a keynote presentation, inspiring videos, and your first chance to help us reach our fundraising goal of \$180,000.

[Register Here for our Virtual Event!](#)

[Make a Donation](#)

We need YOU to be an Attain Housing Ambassador!

Attain Housing Ambassador, your goal is to encourage your friends, family, colleagues, and broader circle of connections to register for the kick-off event on Friday, September 18 and pledge to make a donation. Some strategies to get people on board include:

Explain why you support Attain Housing
Share your experiences and personal stories from supporting Attain
Encourage people to give during our week-long online fundraiser

Ambassador Toolkit: We will equip you with everything you need to be successful as an Attain Housing Ambassador including:

– Email and phone scripts
– Digital invitation

2. Mail in a check

If you or someone you reach out to would like to mail in a check, here is the information:

Mail to:

Attain Housing
Attn: Eric Sanford
125 State St
Kirkland, WA 98033

Checks payable to: Attain Housing



If you choose to make a few phone calls, we recommend doing so as early as two weeks before the week of giving and/or during the actual week of giving.

Introduction

- My name is _____ and I am calling on behalf of Attain Housing **(impersonal)**
OR
- Hey _____, how are you? **(personal)**
- I wanted to share with you about Attain Housing and their upcoming fundraiser. Do you have a few minutes?

Make the Connection

This is the moment to bring up the donor's specific and personal connection to Attain and/or to share your personal connection to Attain. Choose what resonates with your donor and/or what resonates with you.

- I wanted to say thank you for your past support of Attain Housing
- Your dedication to Attain has allowed Attain to continue their mission of helping King County homeless families find stability
- As you may already know, I support Attain Housing because **[fill in the blank]**
- What they do is really important to me because **[fill in the blank]**
- I wanted to share this story with you...**[share one of your own stories]**

Share about the Event

- As you may have heard, we have decided to change from an in-person event to an online Week of Giving
- The Week of Giving will take place on Attain's website from Friday, September 18 - Thursday, September 24. Ask your friends to register for the Virtual Week for Giving by going to our website **attainhousing.org**.
- You will have the opportunity to watch inspiring videos from our board, staff, beneficiaries, and supporters!

PHONE SCRIPT CONT'D

Ask!

- Would you consider making a donation (during Attain's Week of Giving)?
- Are you able to support homeless families (during Attain's Week of Giving)?
- Would you be willing to share Attain's virtual fundraiser with your friends, family, and colleagues? Would your company be willing to match your gift?

*Confirm!***1. Donor wants to give now**

- Say thank you
- Ask them how they would like to make the donation
 - Go to the Attain website here:
 - Receive an email from you with further instructions:
 - Send a check via mail:
 - Make a pledge and ask for follow up
- Capture this information on your list

2. Donor wants to think about it

- Say thank you
- Ask them when a good time is to check back in with them and record this on your list

3. Donor does not want to give

- Share that you respect their decision
- Thank them for considering it

4. Donor wants to be an Ambassador

- Say thank you
- Offer to email them the Ambassador toolkit and digital invitation

New Donors

SUBJECT: Just checking in! Also, would you help?

Dear _____,

How are you? I hope well.

Insert personal message here.

I also wanted to share with you that I am an Ambassador for Attain Housing and we are having our Virtual Week of Giving in two weeks. Attain Housing has been serving vulnerable homeless families for over 30 years and you too can join this legacy of community care by helping Attain give families a hand up, not a hand out.

Typically, Attain hosts an annual luncheon in the fall that I would have invited you to but given our current circumstances, the decision was made to take Attain's in-person fundraising event online.

(CHOOSE ONE)

A Their work is really important to me because **[fill in the blank]**.

B Attain Housing really inspires me because they **[fill in the blank]**.

C I have been involved with Attain for [weeks, months, years] and some of my favorite impactful experiences have been **[fill in the blank]**.

I was hoping you would consider supporting them too and ultimately, helping families in our community find stability and receive access to important resources that we often take for granted.

Attain Housing both helps prevent families from losing their homes and provides compassionate case management services through its transitional housing program. Your gifts provide joy, safety, and love as they find stability on the path to permanent housing.

You can make a donation now if you would like or wait until the Virtual Week of Giving. To donate now and find out more about Attain Housing, visit their website [here](#). Please make sure to sign up for Attain's mailing list to stay connected and receive inspiring video content featuring client families during the Week of Giving.

Thank you so much for considering it!

Sincerely,

(name)

Donors who attended the Luncheon in the past

SUBJECT: Just checking in! Also, would you help?

Dear _____,

How are you? I hope well.

Insert personal message here.

As you may have already heard, Attain Housing is shifting their Home is Where the Heart is annual luncheon to an online platform this year. Normally, I would have invited you again to attend the luncheon as my guest but now I am asking you to join us in virtual community!

Attain Housing's Virtual Week of Giving is taking place in two weeks on their website here. You will have the opportunity to tune in to several inspirational videos from their board, staff, and families and make a donation.

I wish we could have come together in-person to support Attain but I am grateful we can use technology to still make a difference. Attain Housing both helps prevent families from losing their homes and provides compassionate case management services through its transitional housing program. Your gifts provide joy, safety, and love to vulnerable homeless families in our community. If you want to make a donation now instead of waiting, please head over to their website [here](#).

If you haven't yet, please sign up for Attain's mailing list to stay connected and receive inspiring video content featuring client families during the Week of Giving. Thank you so much!

Sincerely,
(name)

New Donors

SUBJECT: Hey again, Attain's virtual fundraiser is LIVE!

Dear _____,

I just wanted to follow up and let you know that Attain Housing's Virtual Week of Giving is LIVE! I would appreciate it if you would take a few minutes to head over to Attain's website [here](#) now through Thursday, September 24 and check out the incredible ways they are supporting our community. I would also ask that you consider making a donation to Attain so you can be a part of a 31-year legacy of helping homeless families find stability. It would mean so much to me!

Thank you!

Sincerely,
(name)



Donors who attended the Luncheon in the past

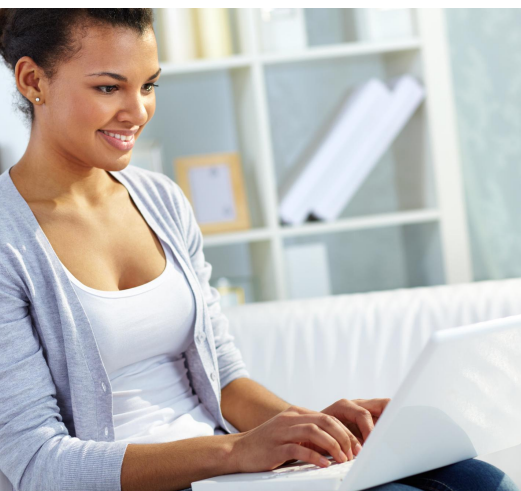
SUBJECT: Hey again, Attain's virtual fundraiser is LIVE!

Dear _____,

I just wanted to follow up and let you know that Attain Housing's Virtual Week of Giving is LIVE! I would appreciate it if you would take a few minutes to head over to Attain's website [here](#) now through Thursday, September 24 and check out the incredible ways they are supporting our community. I would also ask that you consider what you have donated to Attain in the past and what you feel in your heart you can give to support homeless families this year.

Thank you!

Sincerely,
(name)



Example 1

Hey _____, I just wanted to share with you that as you know, I support Attain Housing, a nonprofit organization that provides housing and services for previously homeless families in East King County. They are having a virtual Week of Giving starting today and I was hoping you would consider supporting them.

It would mean a lot to me because [fill in the blank]. You can head over to their website www.attainhousing.org to find out more information and make a donation. Happy to jump on a call to talk more about it, if you want! Thank you!

Example 2

Hey _____, I'm an ambassador for Attain Housing, a nonprofit organization who provides housing and services for previously homeless families here on the Eastside/Kirkland. They are having their virtual Week of Giving starting today and it would mean a lot to me if you would consider donating to them.

I support Attain because [fill in the blank] and I have seen the impact that with our help, they have made on families in our community. You can check out their website www.attainhousing.org to find out more information and to make a donation, if you are able to. Thank you!



Social Media Graphic
Click **HERE** to Download



Save the Week Invitation
Click **HERE** to Download





Thank You!

We could not do this without you...

Questions?

Contact Eric Sanford

eric@attainhousing.org

425-576-9531 ext. 109