

Do Good



So many in our community are struggling with mental health challenges, homelessness, despair.

THE great Give
MAY 3-4, 2023

A 36-hour, online-giving event to support local nonprofits

The **COMMUNITY** Foundation for Greater New Haven

MIDDLE CONNECTICUT FOUNDATION

If Not You, Then Who?

They desperately **NEED YOUR SUPPORT** to break the cycle of hopelessness and rebuild a new and sustainable future.

Please give during the Great Give
To help turn a life around.

PEER TO PEER FUNDRAISING GUIDE

2023 The Great Give[®] Mission

We look forward to expanding our capacity to help more individuals like Susan.

Susan was homeless when we first met her. She had been on a sober path of recovery for four years until she recently relapsed, which turned into a sad sequence of events that left her homeless. She also had a history of mental illness. Susan found a bed at a local shelter but another shelter mate robbed her. He took everything from her -- all of her money, identification cards, and personal effects. She expressed her frustration and an altercation ensued. Local police were called, who then called Continuum's COMPASS program.

Susan was desperate, feeling paranoid with nowhere to turn and no one to trust. That's when our licensed social workers and clinician's with COMPASS reached her. Their patience and caring was a big relief to Susan. She said that she wanted to get clean again and get her life back. The COMPASS team became Susan's advocates by stabilizing her, bringing her to one of our safe houses, finding her a detox bed and setting up resources and services for her. This is only the beginning of the journey for Susan but COMPASS is right beside her, helping her realize rebuild her life.

Your support is sorely needed because the people we encounter in the COMPASS program are so vulnerable, and they need so much in order to even begin to turn their lives around.

For **The Great Give[®] 2023**, Continuum is raising money to support **COMPASS** our newly launched Mobile Crisis Unit to help those in our community struggling with mental health and/or substance abuse crisis.

COMPASS stands for:

"Compassionate Allies Serving our Streets."

We help those struggling to stabilize, and we provide case management and therapies before they are ready to transition to living independently in the community.

Be a Compassionate Ally, by helping to raise money for resources to help turn the lives around for these vulnerable individuals.



Why We Need You

People are more likely to donate to a cause their friend or family feels strongly about. So gather your family and friends, and inspire with your passion.

Peer to peer fundraising (P2P) is a form of crowdfunding:

- We will help you create your own fundraising page
- Then, you share your page with your personal network of friends, family, community members, etc.

As a **P2P fundraiser**, you will be the rock star **introducing Continuum to new donors**, and help us reach **new networks of supporters**.

On average, **nonprofits using peer-to-peer (P2P) fundraising** during Giving Days **raised 3x more than those who did not.**



You Can Win!

The Top 3 Individuals or Teams (of up to 10 people) who raise the most money will win...

1ST Place: \$150 worth of Amazon Gift Cards

2ND Place: \$100 worth of Amazon Gift Cards

3RD Place: \$75 worth of Amazon Gift Cards



And the Winner is...

Getting Started

Email Marketing: marketing@continuumct.org to join.

You will then receive an e-mail that looks like this:

Welcome to The Great Give

Deborah Cox has invited you to fundraise for **The Great Give**.
They wrote:

You are invited to join in The Great Give

Your Login Info

Email: celliot@continuumct.org

To begin fundraising, please [create an account on GiveGab](#).
If you have any problems or questions, please contact Deborah Cox via
dcox@continuumct.org

You have been invited to be a Fundraising Champion for The Great Give which can only mean one thing - YOU ROCK! As a Fundraising Champion, you have the potential to make a HUGE impact by reaching out to your network and promoting a great cause!

Start gathering support right now by sharing this link to your fundraising page:

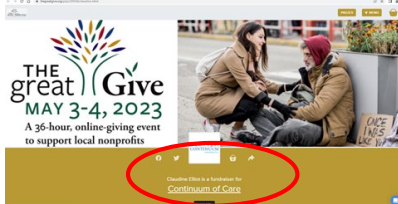
<https://www.thegreatgive.org/p2p/299506/clauidine-elliott>

Looking for even more support? Read about [Peer to Peer Fundraising on GiveGab](#), or check out our [Customer Success Headquarters](#) for more resources on how to be a successful Fundraising Champion, and start spreading the word!

Get Started!

Any Questions?

Feel free to [contact our support team](#) if you need help.



Your invitation to be a fundraiser will come from Give Gab's email:

notifications@givegab.com

(name on email will be Deborah Cox)

Be sure to add this to your email's "Safe Senders" list

Your Dashboard



Aimee's fundraising dashboard for Pawnee SPCA

Complete the steps below to be sure that your fundraiser is successful.



Tell Your Story



Make a Donation



Reach Out



Share Socially



Give Thanks

Progress

0%

\$0
Raised
of \$500 Goal

240
Days Left

0
Donors

0
Emails Sent

Share your fundraiser!

<https://giving-days-demo.herokuapp.com>



Logging in takes you straight to your page's Dashboard.

Your Story

- Ideal Length: no more than 300 words
- Image: Picture of one face or a close-up
- Option to include Video Link (**Note:** video replaces the picture)
 - Continuum's "Your Support Make a Difference" video
<https://youtu.be/IDg45HOTI4k>

Example Story:

I work for Continuum of Care, an organization I care passionately about. Continuum of Care enables people who are challenged with mental illnesses, intellectual disabilities and/or struggling with addiction to rebuild a meaningful life and thrive in their community. Continuum provides housing, therapy, case management, support and hope to some of the most physically and emotionally vulnerable people in our community.

Continuum of Care, recently launched a groundbreaking crisis intervention program called COMPASS, that stands for "Compassionate Allies Serving Our Streets" and is designed to alleviate the need for police, first responders and/or hospital intervention on 911 calls for substance abuse, mental health and housing emergencies when not necessary. We help them stabilize, provide case management and therapies before they are ready to transition to living independently in the community.

I am honored to fundraise in support of their goal to expand the program. Won't you join me?


Example Page

Giving Days

- Reports
- Manage Organization

Add Your Story

Cover Photo



Set a Goal

Display Goal on Profile

Select Image Remove


Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Tell Your Story

GT America Formatting A B I U Link List Bulleted

Continuum of Care enables people who are challenged with mental illnesses, intellectual disabilities and/or struggling with addiction to rebuild a meaningful life and thrive in the community. Continuum provides housing, therapy, case management, support and hope to some of the most physically and emotionally vulnerable people in our community ([Click here to learn more](#)).

Continuum of Care, recently launched a groundbreaking crisis intervention program called COMPASS, that stands for "Compassionate Allies Serving Our Streets" and is designed to alleviate the need for



Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video Url

Viewing Dashboard for Continuum of Care

‘Your Story’ will be at the top of your page, and Continuum’s Great Give Profile – with Pre-Set Giving Levels – will be at the bottom.

Ways to Share

• Email your page to Donors

- Can use personal email or the email button on your page
- You can also keep your page link in your email signature

• Social – share on all the platforms you use

- Hashtags bring more viewers to social content (bolded #s are most important; try to limit to 5-6 #s)
 - **#ContinuumofCare** **#RebuildingLives** **#givegreater** **#thegreatgive** **#donate** **#DoGood** **#fundraiser** **#NHVEvents** **#NHV** **#nonprofit** **#mentalhealth** **#autism** **#makeadifference** You can also repost content from Continuum's pages
 - Search for 'Continuum of Care' on Facebook, Twitter, Instagram and LinkedIn

Mark your calendars for **May 3!** (early giving starts April 28)
Continuum will be raising money for our **newly launched Mobile Crisis Unit (COMPASS)** to help those in our community struggling with mental health and/or substance abuse crisis with #TheGreatGive.

COMPASS stands for "**Compassionate Allies Serving our Streets.**"

Be a Compassionate Ally by helping to raise money for resources to help turn the lives around for these vulnerable individuals.

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CONTINUUM
rebuilding lives

Example of a Continuum Facebook post

Schedule

- Have your **page ready by Friday, April 28**
 - This is when **Advanced** Giving starts
 - **Giving Days** are **May 3-4**
- **Suggested emailing schedule**
 - 1 email before the giving day (May 2)
 - 2 different emails on the giving day (May 3 & 4)
 - 1 Thank You email after the day (May 5)
- **Social posting schedule**
 - 4 posts leading up to the giving day.
 - 3 posts on May 3 & 4 (include progress updates).
 - 1 Thank You post May 5.

Best Practices

- **Images**
 - Use pictures with only one face, or close-ups if possible
- Make it clear they **ONLY donate through your page on thegreatgive.org website** and NOT through Continuum's website or Facebook
- **Make sure to thank donors** immediately or the day after via email, social media or a handwritten note

Resources

- [Your The Great Give® Peer Fundraiser Guide](#)
- [How to support as a peer-to-peer fundraiser](#)
- [6 Actions Successful Peer-to-Peer Fundraisers Take](#)
- [Email templates](#)
- [Social media templates](#)
- [Give Gab Help Center](#)
 - Customer Support Email: CustomerSuccess@givegab.com

Your Great Give email from Give Gab also has links to these resources.

Questions?

Feel free to reach out to
marketing@continuumct.org

We are available to help set up profiles.

We will provide other helpful tools:

- Pre-made graphics to share
- Continuum client stories
- Timelines for sharing
- Templates

THANK YOU FOR DOING GOOD

