



Stand with Survivors

DOMESTIC VIOLENCE AWARENESS MONTH

Fundraising Tool Kit

Table of Contents

Welcome.....	3
Frequently Asked Questions	4
Fundraising Tips	5
One Week \$400 Challenge.....	6
Communication Templates	7
Email Template	7
Social Media Post Templates	8
Text Message Templates	9
What Does Your Donation Provide	9
Thank You Template.....	10
Graphics.....	10

Welcome to your Fundraising Tool Kit

Thank you for creating an online fundraising page to **Stand With Survivors** in honor of Domestic Violence Awareness Month. We are thrilled to have your support and a new avenue to bring awareness to Friendship Home's mission.

Fundraising for Domestic Violence Awareness Month will take place from October 1 to October 31. During that time, we ask that you reach out to 20 people, inviting them to donate \$20 to your personalized online donation page. Our hope is that each fundraiser will raise \$400, and if you'd like to raise more, you certainly can!

But it isn't all on you! In the spirit of Friendship Home's former event, Safe Quarters, we encourage you to recruit a team of friends and family to share your page, maximizing your impact!

Your "Fundraising Tool Kit" includes everything you will need to reach, and even exceed, your \$400 goal. You will find graphics to post on social media, communication templates, a \$400 in 1 Week challenge, and fundraising tips.

If you have questions, please contact Whitney Wegner at 402-434-0167 or whitneyw@friendshiphome.org.

Thank you for your continued support in empowering freedom from domestic violence.

Frequently Asked Questions

Where can I find the link to my team's fundraising page?

You should have received an email, _____, containing your shareable link. You can copy and paste your link in emails, text messages, and on all your favorite social media platforms.

Can I raise more than \$400?

Fundraising does not have to end at \$400! We encourage you to raise as much money as you can during the span of the event, October 1- 31. If you can't get to \$400, that is okay! Every dollar matters and makes an impact.

How do you donate?

There are two ways to donate: online directly through your team's fundraising page or by mailing in a donation.

Online: Donating online has never been easier. Click the link to your personalized page to complete your donation. By sending your link to your closest friends, family, and neighbors, they can donate from the comfort of their home.

By Mail: Please send your gift to:

Friendship Home
Attn: DVAM 2025
PO Box 85358
Lincoln, NE 68501-5358

In the memo line, please write: "DVAM 2025 - *Team Captain's Name*"

Will my donors receive a thank you for their gift?

Yes, all donors who do not remain anonymous will receive an email from Friendship Home with our tax information thanking them for their generous donation.

Fundraising Tips

- Customize Asks: You'll see default text you can use on your page, but feel free to make it your own when asking friends to donate. Tell a personal story about why Friendship Home matters to you or about your experience with Friendship Home, whether at events, volunteering, or otherwise. Take it one step further by adding a personal video.
- Utilize Your Contact List: Enlist the help of your friends and family by asking them to donate \$20 or have them join in your fundraising efforts by sharing your team link with 5 of their closest friends. **If you participated in Safe Quarters before, reach out to your team and have them join you!**
- Add Your Page Link: Whether you are sending an email, text, or posting on Facebook, be sure you are adding the link to your personal page in all of your communications.
- Make use of Tags on Social Media: When posting on social media tag your friends, family, and co-workers to make sure they see your posts. Also, tag Friendship Home on Facebook (@friendshiphome) and Instagram (@friendshiphomeoflincoln)

One Week \$400 Challenge!

Reach your fundraising goal in 1 week!

Day 1: Create your fundraising page and donate \$20 yourself. *(\$20)*

Day 2: Gather your friends and family for help! Text 5 people to join you and ask each one to donate \$20 AND share the link with their friends and family. *(\$120)*

Day 3: Ask 3 of your co-workers to each donate \$20 by sharing your personalized page link. *(\$180)*

Day 4: Use the graphics provided to share the amazing work you are doing with Friendship Home on social media and tag 5 of your friends, challenging them to donate \$20 to your team AND to share your post. Don't forget to include your personalized page link. *(\$280)*

Day 5: Send an e-mail to your parents, grandparents, or another family member, asking them to donate \$20. *(\$300)*

Day 6: Call 5 of your neighbors and ask them to support your team by donating \$20. Let them know that their donation will help support the over 1,800 domestic violence victims that Friendship Home serves each year. *(\$400)*

Day 7: Celebrate! You deserve it!

Communication Templates

Email Template One

Dear [Friends & Family],

I'm honored to Stand with Survivors and support Friendship Home this Domestic Violence Awareness Month, Lincoln's only emergency domestic violence shelter.

Too often, survivors are forced to choose between staying in an unsafe home or leaving with nowhere to go. That's where Friendship Home steps in.

In 2024, 93% of those sheltered at Friendship Home lived at or below the Federal Poverty Level, and nearly 6 in 10 were children. Friendship Home provides crisis services, safe shelter, and transitional housing so survivors and their families can find a path forward, free from violence.

Just \$20 provides a 30-day StarTran bus pass for a survivor who relies on public transportation to get to work, school, or childcare as they rebuild their life.

Will you join me in standing with survivors by donating today? [\[Insert your fundraising page link\]](#)

Every gift, no matter the size, helps empower freedom from domestic violence.

Thank you for helping change lives.

Email Template Two

Dear [Friends & Family]

I want to share something that's hard to hear—but important: domestic violence is escalating in our community. In 2024, **13 people in Nebraska died because of domestic abuse.** Already in the first six months of 2025, that number has risen to **15.**

Behind every statistic is a person, a parent, a child, a neighbor, whose life could have been saved with support, resources, or a safe place to go. That's why I'm raising funds this Domestic Violence Awareness Month for **Friendship Home**, Lincoln's only emergency domestic violence shelter.

Friendship Home does more than provide a roof over someone's head. They offer **crisis services, emergency shelter, and transitional housing**, helping families escape danger and rebuild their lives. In 2024, **6 in 10 of those sheltered were**

children, and 93% lived at or below the Federal Poverty Level. Your support gives these survivors hope, safety, and a chance at a future free from abuse.

Here's something incredible: **just \$20 gives a survivor a 30-day bus pass**, so they can get to work, school, or childcare as they start over. That small gift makes a real difference.

I'd be honored if you would stand with survivors by donating today: [\[Insert your fundraising page link\]](#)

Thank you for helping families find safety and hope—together, we can save lives.

Social Media Post Templates

- Post 1: In 2024, Nebraska lost **13 lives to domestic abuse**. In just the first 6 months of 2025, we've already lost **15**.

This crisis is growing, and survivors in our community need us more than ever. That's why I'm raising funds for Friendship Home, Lincoln's only emergency domestic violence shelter. Together, we can empower freedom from domestic violence.

Donate here: [\[Insert your fundraising page link\]](#)

- Post 2: I've set a goal to raise [\$___] for Friendship Home this Domestic Violence Awareness Month. Every dollar raised will help survivors of domestic violence find safety and healing. Friendship Home is a lifeline for families with nowhere else to turn. Will you help me reach my goal and stand with survivors?

Donate here: [\[Insert your fundraising page link\]](#)

- Post Three: Domestic violence is happening every day in our community. But together, we can be part of the solution. By supporting Friendship Home, you're helping provide safe shelter, crisis services, and a pathway to freedom for survivors of abuse.

I've created a fundraising page to stand with survivors this DVAM. Please consider donating; every dollar makes a difference.

Donate today: [\[Insert your fundraising page link\]](#)

- Post Four (gratitude): I'm so grateful for the support so far in raising funds for Friendship Home this Domestic Violence Awareness Month! Together, we're helping provide shelter and hope to families escaping abuse.

I'm still working toward my goal of [\$ ____]. If you haven't donated yet, there's still time! Every gift helps change a life.

Join me here: [\[Insert your fundraising page link\]](#)

Text Message Templates

- Text 1: I am raising funds for Friendship Home to help survivors of domestic violence and their children. Just last year, 58.4% of those who were sheltered at Friendship Home were children. Can you donate? Any amount helps! [\[Insert your fundraising page link here\]](#).
- Text 2: October is Domestic Violence awareness month, and I am raising funds for Friendship Home, to show my support by standing with survivors. Will you support my team? [\[Insert your fundraising page link here\]](#).
- Text 3: Can you help me empower freedom from domestic violence by donating \$20 to Friendship Home? [\[Insert your fundraising page link here\]](#).

What Does Your Donation Provide Template

At Friendship Home, individuals facing domestic violence find more than shelter. They find safety, support, and the strength to rebuild their lives, free from violence. Your donation ensures that survivors and their children have a secure place to turn when escaping abuse, along with counseling, advocacy, and resources to start over.

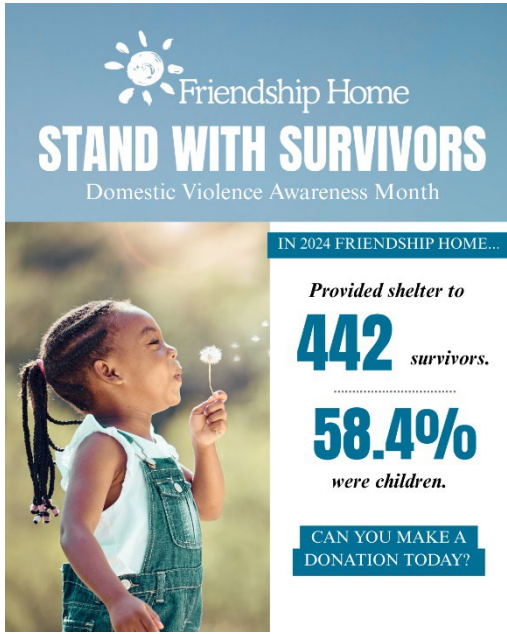



- **\$25** – Provides transportation for a survivor to reach safety.
- **\$50** – Covers one night of safe shelter, meals, and support for a survivor and child.
- **\$100** – Funds crisis counseling to help a survivor begin healing.
- **\$250** – Supports a family's transition into safe, stable housing.
- **Any Other Amount** – Every dollar ensures survivors know they are not alone.

Tonight, the crisis line will ring at the shelter, and someone will need a safe place to stay. Be the light that opens the door. **Donate now.**

Thank You Template

Thank you so much for your generous donation to Friendship Home! I appreciate your support while raising much-needed funds for Friendship Home and those experiencing domestic violence. Your donation has made a huge impact!

Graphics

 <p>Friendship Home STAND WITH SURVIVORS Domestic Violence Awareness Month</p> <p>IN 2024 FRIENDSHIP HOME...</p> <p>Provided shelter to 442 survivors.</p> <p>58.4% were children.</p> <p>CAN YOU MAKE A DONATION TODAY?</p> <p>Click here to download.</p>	 <p>Friendship Home <i>Stand with Survivors</i> DOMESTIC VIOLENCE AWARENESS MONTH</p> <p>Click here to download.</p>
 <p>Friendship Home <i>Stand with Survivors</i> DOMESTIC VIOLENCE AWARENESS MONTH</p> <p>Click here to download.</p>	 <p>Friendship Home Empowering freedom from domestic violence</p> <p>Click here to download.</p>