



Fundraising Champion

**Communications
Toolkit**

About us:

Created Gainesville is a 501©3 non-profit, non-denominational Christian organization dedicated to reaching and restoring women who have been sex trafficked and sexually exploited. Through outreach and restorative care programs, we desire for women to understand their value, beauty, and destiny in Jesus Christ.

What We Do:

Outreach:

- **Street Outreach:** Our purpose is to befriend women on the street and encourage them with the truth that Jesus loves them and desires to bring wholeness to their lives; to let them know that there is a way out – Created is here for them
- **Club Outreach:** Our purpose is to befriend women in strip clubs with the desire to love them with no agenda; to redeem in any way they have felt judged or hurt by the church, showing them the compassionate and unconditional love of Jesus.
- **Oasis:** Our purpose is to provide a safe place for vulnerable women to worship, heal, and belong. Oasis includes dinner, worship and Bible study. Childcare is provided for our moms who attend Oasis.

Created Care:

- Created Care is our long-term, restorative care solution for women who are looking for a fresh start. We seek to empower by walking alongside women in their journey toward healing and restoration. Created Care is holistic and individualized, focusing on providing physical, emotional, psychological, and spiritual healing, specialized for women who have been sex trafficked and sexually exploited.
- Created Care includes: Housing Assistance, Trauma and Addiction Counseling, Spiritual Growth and Development, Job and Life Skill Training, Education Assistance, Community, Mentoring, Court Advocacy, Accountability

Future Long Term Safe Home Program:

- Our vision for Created Care is to have a long-term safe home program for women to have immediate shelter from danger and a place where they can walk through healing and restoration.
- Our long-term vision for the home is to incorporate multiple phases:
 - **Intake and Assessment Home:** A woman will stay for 4-6 weeks while she detoxes from the streets and decides if she wants to continue to the Created home.
 - **Long-Term Safe Home:** This phase will be a 12-month program. The first six months will be focused on physical, mental, emotional, and spiritual healing. The second six months will be focused on building life and job skills so that she is equipped upon release.
 - **Empowered Living Phase:** This will be an expansion on the Residential Program for transition into independent living. The emphasis will be on: working, reunification with family, budgeting, saving for home/car/etc.

The background is a watercolor-style illustration. It features a gradient of colors, primarily deep blues and purples in the lower half, transitioning into lighter blues and soft pinks in the upper half. The texture is soft and painterly, with visible brushstrokes and blended colors. The overall mood is calm and artistic.

Social Media Content

Social media is key to making sure that Created Gainesville's message grows and reaches new audiences on The Amazing Give day. It's also one of the best ways to celebrate giving and share your connection to Created Gainesville's mission to your friends and family. You can use these sample social media posts to get the word out to your social networks, don't forget to include your fundraising page link!

Sample Facebook Posts:

- Created Gainesville is participating in The Amazing Give, a 24-hour giving movement, on March 21-22! I am fundraising for Created Gainesville because **[IMPACT ORGANIZATION HAS HAD ON YOU]**. Join me in supporting Created Gainesville to reach and restore women who have been sex trafficked and sexually exploited. As a fundraising champion for Created Gainesville, I have my own fundraising page, so check out this link to donate to my personal fundraiser during The Amazing Give: **[FUNDRAISING PAGE LINK]** #CreatedGainesville #TheAmazingGive
- The Amazing Give is in less than **X** days away! My goal is to raise **\$X** for Created Gainesville, but I need YOUR help to get here. Make a long lasting contribution here: **[FUNDRAISING PAGE LINK]** #CreatedGainesville #TheAmazingGive
- TODAY IS THE DAY! I need your help in supporting Created Gainesville so they can continue to reach and restore women coming out of sex trafficking and sexual exploitation. I am fundraising for Created Gainesville because **[IMPACT ORGANIZATION HAS HAD ON YOU]**. Please consider making a contribution to my fundraising page here: **[LINK TO FUNDRAISING PAGE]**. Your gift will make a huge impact on empowering, healing, and restoring women who have been sex trafficked and sexually exploited! #CreatedGainesville #TheAmazingGive

Sample Twitter Posts:

- Created Gainesville needs YOU! Join me in supporting their mission to empower, heal, and restore women who have been sex trafficked and sexually exploited. **[FUNDRAISING PAGE LINK]** #CreatedGainesville #TheAmazingGive
- I am fundraising for Created Gainesville during The Amazing Give on March 21-22! Check out my page here **[FUNDRAISING PAGE LINK]** to donate and share! #CreatedGainesville #TheAmazingGive
- Thank you to the donors and supporters that have helped me reach **X%** of my goal! Help me get to 100%: **[FUNDRAISING PAGE LINK]** #CreatedGainesville #TheAmazingGive

How to Share on Instagram:

- Use your own personal photos to show your support and tell your story, and make sure to use #CreatedGainesville and #TheAmazingGive in your post!
- Insert the link to your fundraising page in your bio, that way your supporters will be able to navigate to your fundraising page right from Instagram!

Social Media Challenge

Use social media as a way to interact with others close to the cause and to promote your fundraising efforts. Encourage your friends to share your fundraising page - maybe offer to make a \$5 donation in the name of anyone who shares your page or their own story (A great way to encourage participation if you were already going to make some donations). Get creative and have fun!

Hashtags

Hashtags are a great way to engage with your network! Use the hashtags below to promote Created Gainesville and to share reasons why being a fundraising champion is important to you.

#TheAmazingGive

#CreatedGainesville

Graphics

- Utilize the suite of social share images on the Created Gainesville Fundraising Champion page to make your fundraising posts stand out on social media.
- You can also enhance your own personal photos using free online editing resources like www.canva.com. Personalized graphics will highlight your story to make a greater impact when reaching out to friends and family through email and social media.
- Remember to include the link to your fundraising page, Created Gainesville's name or logo, and the above hashtags

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Email Marketing

Before the Amazing Give

Subject: Join me in Supporting Created Gainesville!

Hi **[first_name]**,

I am excited to announce that I am supporting Created Gainesville during The Amazing Give by taking on the role of a fundraising champion. My fundraising will help Created Gainesville reach and restore women coming out of sex trafficking and sexual exploitation. Last year alone, they worked with over 300 women in our Gainesville community. This is a huge need and we need your help to see the work of healing and restoration happen in our city!

[Fundraiser Story: Why are you supporting Created Gainesville? What impact has Created Gainesville had on you/your family/your friends?]

The Amazing Give is a 24-hour giving challenge to celebrate the generosity of our great state, so join the movement by contributing to my fundraiser on March 21-22th! Check out my fundraising page here: **[LINK TO FUNDRAISING PAGE]**

Thank you for supporting me and Created Gainesville!

During the Amazing Give

Subject: The Amazing Give is here - Support Created Gainesville!

Hi **[first_name]**,

TODAY is the day! It's March 21-22, so the time to give is now. My goal is to raise **\$X** in support of Created Gainesville, but I can't reach my goal alone.

Please join me in helping Created Gainesville reach and restore women coming out of sex trafficking and sexual exploitation by visiting my fundraising page at: **[FUNDRAISING PAGE LINK]**.

If you've already donated, thank you so much for your support! I hope you'll consider sharing my fundraising page with your friends and family on social media to get the word out about Created Gainesville and the difference they make to our community!

Thank you!

Subject: Only a few more hours left to give!

Hi **[first_name]**,

Can you believe The Amazing Give is almost over? With **[\$ AMOUNT YOU'VE RAISED]** already raised for Created Gainesville, I am proud of my impact as a fundraising champion!

I am so thankful for the support of my community throughout this day - but the giving isn't over yet! Visit my fundraising page at **[FUNDRAISING PAGE LINK]** and make a contribution to help me reach my goal.

You can also show your support by sharing my fundraising page with your friends and family on social media!

Thank you again!

After the Amazing Give

Subject: Thank you

Hi [**first_name**],

Thank you so much for all of your support during The Amazing Give. Because of you, I was able to raise **\$X** for Created Gainesville! Together, we made a difference in the lives of women coming out of sex trafficking and sexual exploitation.

You rock!