



Northlands Rescue Mission

Night Out

What is the Mission's #NightOut campaign?

#NightOut is a summer campaign to raise money for Mission services and prevent unsheltered homelessness in our community. The idea is simple: friends of the Mission spend a night outside, document it, and then create a small fundraiser on Facebook!

Those of us with homes can choose to spend a night outside for fun, and we sometimes do. This could mean setting up a tent in your backyard, camping, or even sleeping in a hammock or car. It can be a fun experience and a break from routine, knowing that you'll get to return to your home in the morning.

When you're homeless and unsheltered, though, sleeping outside is not a choice or a fun activity. It's a dangerous and dehumanizing reality. That's why we want to use the #NightOut campaign to call attention to Mission services: food, shelter, and a realistic path to housing for homeless men, women, and families.

Your Facebook fundraiser will be one of many helping to cover Mission operating expenses. It's up to you to make your fundraiser as ambitious or as simple as you'd like - you'll be able to set a goal amount and length, share it with friends, and post updates. The Mission will work to get your fundraiser noticed, too!

We also need your help getting your friends and family involved! More people spending a #NightOut means more fundraisers on Facebook and more resources for homeless individuals and families!

Where can I find more information?

The next few pages will show you how to create a successful fundraiser and recruit others. We've included some tips and example messaging to make things easy!

The campaign will run **now until Sunday, August 16th**. We have a campaign web page up at northlandsrescuemission.org/NightOut. Here, we'll provide updates and track results from all the #NightOut fundraisers! We're aiming for an overall goal of \$10,000 - enough to shelter and feed 250 people!

Please contact us at any time if you have questions.

You can call Matt at (701) 772-6600 ext. 212 or Sue at (701) 772-6600 ext. 200.

Or, email matthew@jointhemission.org or sue@jointhemission.org. We'll reach out to you during the campaign to see how things are going and ask how we can help!

Thank you, sincerely, for supporting homeless men, women, and families through the #NightOut campaign. Together, we'll ensure that no one in Grand Forks has to sleep outside!

How you can be a #NightOut fundraiser!

Spend your Night Out!

Spend a night outside before August 16th and document it with a photo or short video. You could sleep in a tent in your backyard, a hammock, or even your car. It could also be done on a camping trip - it's yours to get creative with!



STEP
01



Create your Fundraiser!

Now that you've spent a night outside, it's time to create your fundraiser! On your Facebook news feed, look for "Fundraisers" on the left side. Click "Raise money for a Nonprofit" and choose "Northlands Rescue Mission." Instructions to set up your fundraiser are included on the next page!

STEP
02

Find a Fundraiser Helper!

People are more likely to support your fundraiser if they see that someone else has. Try asking a friend or family member if they'll make the first donation. You can even donate to your own fundraiser if you'd like!

STEP
03



STEP
04

Share your Fundraiser!

Once your fundraiser is live on Facebook, it's time to get it noticed! You can invite people to donate, ask friends or family to share it, or send updates. We'll share your fundraiser on the Mission's page, too! Help your fundraiser reach its goal!

Join us for a Livestream!

On Thursday, August 20th, we'll have a short livestream to thank our fundraisers and donors, share campaign results, and share our favorite #NightOut fundraisers. We'll see you there!

STEP
05

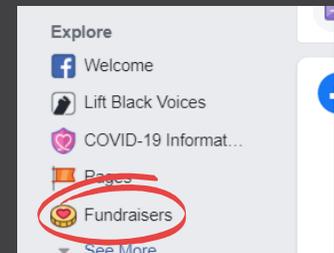




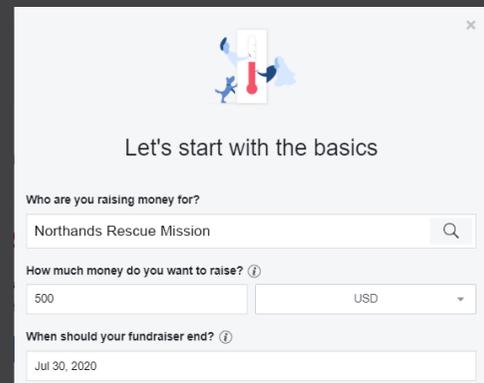
Northlands Rescue Mission Night Out

Creating your Fundraiser on Facebook

1. Creating your fundraiser is easy! First, go to your Facebook news feed. On the left side of your screen, click on Fundraisers. If you're on a mobile device, click the three lines in the right corner and scroll until you see Fundraisers.



2. Click "Raise Money," "Nonprofit," and then search for Northlands Rescue Mission.

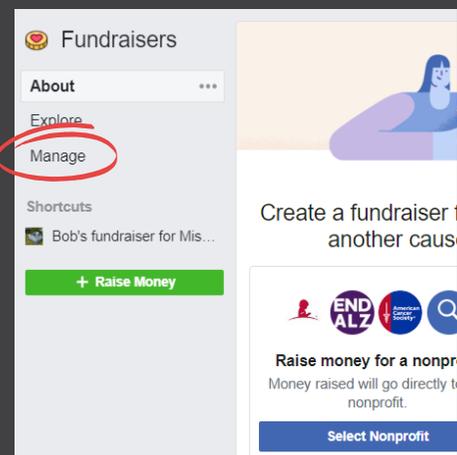


3. Now you can set your fundraiser goal amount and end date. We recommend a goal between \$200 and \$500, but you can choose any amount you'd like! For your end date, choose any day before August 16th!

4. The final step is to include your fundraiser message and photo. Share how you spent a #NightOut and why. It might go something like this:

“I decided to spend a #NightOut in my backyard to raise awareness about unsheltered homelessness. It was kinda fun and a break from my norm. I knew that if the weather got crazy or I needed anything, I could just go back inside. I know homeless people don't have that choice and that's why I'm glad we have @Northlands Rescue Mission! The Mission helps shelter, feed, and house hundreds of homeless men, women, and families every year. Please consider donating to my fundraiser so that we can keep a shelter open in our community!”

5. Your fundraiser will show up as a post on your feed and will have its own page. To manage your fundraiser, go to the same "Fundraiser" button that you used to create it and click on the "Manage" tab.



Be sure to check on your Fundraiser regularly and share it with others! You can also post updates, such as what it felt like to sleep outside your house or how you first got involved with the Mission!



Northlands Rescue Mission

Night Out

Messaging for your Fundraiser

If you're not sure what message to include with your #NightOut fundraiser, here are some examples:

"Last night, the kids and I slept in a tent in our backyard for the Mission's #NightOut campaign. We roasted marshmallows, read scary stories, and it was a pretty good time! I feel lucky that we get to do that, and then return the next day to the comfort of our house. I can't imagine what it would be like to have ONLY a tent to sleep in, or even no tent at all. That's why I'm asking for donations for the Mission!"

"I joined the Mission's #NightOut campaign to raise money and make sure no one has to be without shelter! The Mission not only provides food and shelter for homeless men, women, and families in Grand Forks, they also help clients get permanently housed! Last year, 250 formerly homeless men and women ended the year in their own home. Please help that continue with a small donation to the Mission!"

"I slept in my car for the Mission's #NightOut campaign, and here is my fundraiser! I decided to spend a night in my car to get a bit of insight into what someone who only has a car might experience. Let me just say: it was not very comfortable, and I am glad that I get to return to my bed tonight! Please help ensure that no one has to be without a home in #GrandForks by making a donation to this fundraiser! Northlands Rescue Mission provides food, shelter, and a path to permanent housing for homeless men and women year-round!"

"Who is going to join me for the Mission's #NightOut campaign? All you have to do is spend a night outside and document it. Or, make a small donation to a #NightOut fundraiser like mine! We're raising awareness and money to beat #homelessness in Grand Forks! It only takes \$40 to provide someone with 3 meals and a night of shelter. More than that, they are getting access to an advocacy team and the resources they need to get permanent housing!"

Remember: it's totally up to you what you want to write. Think about why homelessness is a cause that's important to you, what personal experiences you've had with the Mission, or how you came up with the idea for your #NightOut! Get in touch with us if you need any help!

Tips for your Fundraiser

- Use the hashtag #NightOut when you're creating your fundraiser or making any update posts! That will help us find your fundraiser to share it, and it will help other donors find it!
- Consider making the first donation to your fundraiser, or find a friend or family member to make the first donation. This will make it more likely for your other Facebook friends to donate!
- The earlier you spend your #NightOut, the longer your fundraiser can run!
- Tell your friends and family about your fundraiser, or share it on your other social media channels by copying the Facebook link!
- Post an update, re-share your fundraiser, or invite more friends once your fundraiser has been running for a while. All this can be done from the "Manage" tab under Fundraisers.
- Keep pushing until you reach your goal! We'll help you by sharing your Fundraiser with Mission donors. We'll recognize our fundraisers during the live stream on August 20th, and there may be prizes!
- Please contact us if you have any questions! We'll reach out to you during the campaign to see how your fundraiser is coming along, but you can call us at any time: (701) 772-6600 ext. 212 or email matthew@jointhemission.org. Thank you so much for joining the #NightOut campaign!

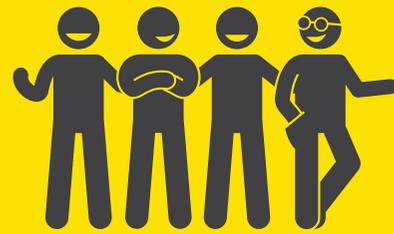
We need **YOUR** help recruiting!

As a #NightOut fundraiser, we're asking that you find **THREE** others to participate with you. The more people who spend a #NightOut, the better our community can fight homelessness!



Get your family to join you!

Do you plan to camp out in your backyard or on a trip? See if any of your family members want to join you! They can create their own fundraiser, even if you're spending a #NightOut together!



Ask your friends!

Have any friends who are adventurous, love camping, or are passionate about supporting a good cause? They'd be perfect for the #NightOut campaign!



Share #NightOut with your group!

Are you part of a church group, work group, or club? There's a good chance that one or more of your fellow members would be interested in #NightOut. It could even make for a worthy group activity!



Make it a competition!

Challenge your fellow fundraisers to come up with the most creative #NightOut or raise the most money. We'll recognize the best fundraisers on our website, social media, and livestream!

northlandsrescuemission.org/NightOut