



HOPE  
Inc.

#giving  
tuesday  
2023



*We*  
**TRANSFORM**  
LIVES WITH YOUR  
**GENEROSITY**





## TABLE OF CONTENTS

Emails to Contact	2-5
Social Media Posts	6-7
Texts	8
Our Mission	9
Your Ambassador Statement	10
Testimonials	11
Videos	11
Programs	12
Events	13

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## EMAILS TO CONTACT

### EMAIL 1: INTRO EMAIL FOR GIVING TUESDAY

Subject: Making a Difference this Giving Tuesday

Hey [Friend's Name],

I hope this message finds you well. I wanted to share something incredibly inspiring with you, something that has touched my heart and made me even more passionate about the work I'm involved in as a board member of H.O.P.E, Inc.

I recently came across Nakia's story, a single mother of two young daughters, Payton and Paige. Her life took an unexpected turn when she lost both her parents within a month. The weight of grief was overwhelming, and Nakia had to take medical leave to cope with her loss. In the midst of mourning and healing, she began to fall behind on her rent and bills, and the threat of eviction hung over her family. It was a challenging time.

But what's truly remarkable is how Nakia's life transformed, thanks to the support of people like you and me. With a helping hand from H.O.P.E, Inc. Nakia's rent was covered, ensuring she and her children wouldn't face eviction. We also provided emotional support through licensed counselors, helping Nakia navigate the tumultuous waters of grief, single parenthood, and continuing her education.

What I find most compelling about Nakia's story is her incredible resilience. She was able to graduate in just one semester after our help and is on her way to building a better future for herself and her children.

As we approach Giving Tuesday on November 28th, I'm reaching out to my dear friends because I believe that together, we can make a significant impact on the lives of individuals like Nakia.

Here's how you can join me in making a difference:

A donation of \$23 gives a day of support to a single-parent family.

A donation of \$100 sponsors one week of childcare for a single-parent family.

A donation of \$200 covers a month of groceries and gas for a single parent.

A donation of \$400 supports one month of shelter for a single-parent family.

I've already made my donation, and I hope you'll consider contributing as well. Your generosity can help turn stories of struggle into stories of triumph.

<https://www.gagives.org/story/Gjkutf>

Thank you for taking the time to read Nakia's story and consider making a difference this Giving Tuesday. If you have any questions or would like to learn more, feel free to reach out. Together, we can be the change we want to see in the world.

With gratitude and warm wishes,

[Your Name]

[Board Member, H.O.P.E, Inc.]

#giving  
tuesday  
2023

## EMAIL 2: FOLLOW-UP EMAIL, THE PROGRESS UPDATE

Subject: Nakia's Progress: Your Support in Action

Hey [Friend's Name],

I hope you're doing well. I wanted to follow up on the email I sent you about Nakia's story and our organization's efforts on Giving Tuesday.

I'm thrilled to share some exciting news: your support has already begun to transform single moms like Nakia's life. We're almost to our goal, with \$3,000 left to go! That's incredible progress, and it's heartwarming to see the positive impact we can have together.

**Nakia provided a brighter future for her two daughters, Payton and Paige because of people ability to care and their generosity, but with your help this Giving Tuesday, 15 more single parents will have the ability to do the same!**

As we continue our mission to help single parents like Nakia, I wanted to remind you of the various giving levels:

A \$23 donation gives a day of support to a single-parent family.

A \$100 donation sponsors one week of childcare for a single-parent family.

A \$200 donation covers a month of groceries and gas for a single parent.

A \$400 donation supports one month of shelter for a single-parent family.

Your continued support can help us transform more lives and inspire even more success stories like Nakia's. If you're ready to make a difference or have any questions, please feel free to donate using the link below or reach out to me directly.

<https://www.gagives.org/story/Gjktuf>

Thank you for considering another donation and for being a part of this incredible journey of positive change.

Warm regards,

[Your Name]

[Board Member, H.O.P.E, Inc.]

## EMAIL 3: FOLLOW-UP, THE LAST CALL FOR GIVING TUESDAY

Subject: Last Call: Join Us for Giving Tuesday

Hi [Friend's Name],

I hope these emails aren't overwhelming, but I wanted to send a quick reminder because lives are hanging in the balance.

If you have heard me talk about H.O.P.E, Inc. over the months, you know I've shared many stories like Nakia's story with you, and I'm truly touched by the support many of you have already shown. So many lives have been saved from suicide, eviction, food insecurities, and even dangerous living conditions. Your generosity can help us make a real difference in the lives of single parents, who are working hard to create a brighter future for their families.

As this day comes to an end, I want to emphasize that every donation counts, no matter the size. Here are the giving levels once again:

A \$23 donation gives a day of support to a single-parent family.

A \$100 donation sponsors one week of childcare for a single-parent family.

A \$200 donation covers a month of groceries and gas for a single parent.

A \$400 donation supports one month of shelter for a single-parent family.

Your contribution, no matter how big or small, can be a lifeline for those in need.

<https://www.gagives.org/story/Gjkuft>

Thank you for considering donating this Giving Tuesday and for being a part of our mission to make a positive impact on the lives of individuals like Nakia. If you have any questions or need more information, please don't hesitate to reach out.

With gratitude and warm wishes,

[Your Name]

[Board Member, H.O.P.E, Inc.]



## SOCIAL MEDIA POSTS

### SOCIAL MEDIA POST 1

Hey friends & family! I wanted to share something close to my heart. As a board member of H.O.P.E, Inc., I have the privilege of witnessing life changing journeys first-hand, and I want to tell you about one today, Nakia's. Her story touched me deeply, and I knew I had to share it with you.

Nakia is a single mom of two girls, who faced unimaginable challenges when she lost her parents within one month of each other, RIGHT BEFORE HER LAST SEMESTER OF COLLEGE. Can you believe enduring that? She was faced with eviction and the added responsibility of 4 younger siblings.

But she found hope through our organization and graduated in January 2023 avoiding eviction and more financial struggle. Your support can help 15 more graduates do the same thing, and together we can make a real difference in their lives.

Will you help me this Giving Tuesday? I want to raise \$1,000 to change more lives like Nakia's. Your contribution, no matter how small, can make a huge impact. Let's be the change we want to see. 🙏

<https://www.gagives.org/story/Gjcutf>

#GivingTuesday #SupportingFamilies #MakeADifference



## SOCIAL MEDIA POST 2

Hey there, I'm back with an update! We're \$3,000 away from reaching our goal to help 15 single parents graduate and avoid the financial hardships of eviction, food insecurity, childcare loss, and ultimately loss of a college education.

I've shared Nakia's incredible journey, but did you know that H.O.P.E has helped saved three lives from suicide who endured such hardships as Nakia? In addition to the financial support, the emotional support via licensed counselors is just as impactful and needed.

With your support, we can give HOPE to those who truly need it during a season where it can be really hard.

Join me in making a difference! Let's help more families like Nakia's. Every donation counts, and together, we can create a brighter future. ❤️

[Include Donation Link]

#GivingTuesday #EmpowerSingleParents #ChangeMakers

## SOCIAL MEDIA POST 3

Last call my friends! We're so close to changing 15 lives! I'm so proud to be part of H.O.P.E, Inc., and Nakia's story is one of the reasons why.

But I am also equally proud to know people like you! People who care about what happens to others. Thank you for deciding to be a source of hope for families like Nakia's. Your donation, no matter the amount, can change lives. Join me in making a positive impact. 🙌

<https://www.gagives.org/story/Gjkutf>

#GivingTuesday #SupportSingleParents #BeTheChange

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## TEXTS

### TEXT 1

Hey! Did you happen to see my email? When you get a minute, please check out the story about a single mom name Nakia who loss both of her parents within a month of each other one semester before graduation! She was facing eviction and the organization I am apart of stepped in. I really believe in this cause that helps support single parents in college. With prices as high as they are, they need our help. My goal is to raise \$1,000. Can I count on you to make a donation?

### TEXT 2

Hey, how are you? I sent you an email about the way I am working to change the lives of 15 single parents through this organization I support called H.O.P.E, Inc. I have personally watched their work change the lives of one single mom of 2 who loss her parents within a month of each other, and that's just one of many. I need your help to reach my goal of \$1,000. Click here today to help. I truly appreciate your support!

### FOLLOW-UP TEXT

I know you said you want to give to the fundraising campaign I have for H.O.P.E, today is the day all donations count, and they can win more money prizes because of what we do. Please go to my page and give your best gift today.



## OUR MISSION

**Include this Information when Connecting with Supporters.**

H.O.P.E., Inc's mission is to empower, encourage, and equip low-income single parents to obtain a college degree, develop essential life skills, and ultimately become self-sufficient. We do this by providing our single-parent students with:

1. Financial assistance for housing and childcare
2. A facilitator to connect our students to community resources
3. Financial literacy and a game plan for financial independence
4. Counseling resources and success coaching

# YOUR AMBASSADOR STATEMENT

What is your *WHY*? Your Ambassador Statement shares why and how you connect to H.O.P.E., Inc., what drew you to our mission, and how you would like your peers to engage with and support us as well.

This is your chance to make it personal while utilizing the resources in this toolkit.



# TESTIMONIALS



## H.O.P.E., Inc. is Featured on Third-Party Sites

Third-party endorsements help organizations stand above the crowd, H.O.P.E., Inc has been recognized by the following organizations:

- 1. GlobalGiving**  
Superstar status (highest ranking)  
[globalgiving.org/donate/74722/h-o-p-e-helping-other-people-be-empowered/](https://globalgiving.org/donate/74722/h-o-p-e-helping-other-people-be-empowered/)
- 2. Great Nonprofits**  
Top-Rated (highest ranking) [greatnonprofits.org/org/hope-2](https://greatnonprofits.org/org/hope-2)
- 3. GuideStar by Candid**  
Platinum status (highest ranking) [guidestar.org/profile/27-1370074](https://guidestar.org/profile/27-1370074)

# VIDEOS



## Links to H.O.P.E.'S YouTube Channel

H.O.P.E., Inc has a robust video library full of promotional videos you can use to help supporters understand our mission and how they can be a part of it.

### YouTube Channel

[youtube.com/user/HOPEINCO7/videos](https://youtube.com/user/HOPEINCO7/videos)

# PROGRAMS

## H.O.P.E. Inc. Programs that Support Our Mission

### MDGH (Mildred Dowdley Gift of HOPE)

H.O.P.E., Inc. for Low-Income Single Parents (MDGH) provides financial assistance, life skills training, and spiritual support for low-income single parents from Georgia who are enrolled in college in the Atlanta Metropolitan area.

### Hand-in-Hand

Hand-in-Hand is a program created via our partnership with Rainbow Village to provide support through our H-LISP program for transitioning homeless single parents interested in obtaining a college degree.

### BTC

H.O.P.E., Inc. Break the Cycle Program (BTC) is a 2 to 5-year program designed to help single parents ultimately achieve self-sufficiency and break the cycle of poverty with education, training, and a middle-class income. Through an education/workforce partnership, BTC will provide life skills training, adult mentorships, financial support, educational guidance, and employment placement for single parents living in poverty with their children, who are working to get academic and professional degrees.





## EVENTS

### **Our Events Provide Great Volunteer Opportunities**

#### **Neon Deon 5K Race**

This annual race takes place in October and honors a great man in the community -- Deon Lewis Sr. -- who was a co-founder of H.O.P.E., Inc. We lost Deon over seven years ago, but his legacy continues to shine brightly. Registration details come out each August.

#### **H.O.P.E. Honors**

This winter gala-style event showcases supporters and graduates of the H.O.P.E., Inc. program.

#### **"Auctions" Speak Louder Than Words**

New in 2022, this online silent auction featured high-end items to bid on such as vacation packages, golf outings, and luxury handbags.

# DIGITAL MEDIA

Share Our Content on Your Pages

   HOPEINC1

 h-o-p-e-inc-helping-ther-people-be-empowered

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## LOGOS FOR ONLINE USAGE



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