

# Elevating Change: A Change-making Campaign

November 15 – December 31, 2023

Join us for "Elevating Change," a dynamic fundraising campaign that transcends the ordinary through technology. The brief campaign, designed to champion health and housing for 200 chronically unsheltered adults in the care of Dorothy's Place, promises an unforgettable impact and camaraderie.

With "Elevating Change," you'll experience the power of unity as we come together to raise operating funds and awareness of the need for interim housing in our community. We've streamlined the campaign to be inspirational and flexible.

Expect the inside stories, lively discussions, and opportunities to make a genuine difference.

We've made the campaign simple: each team captain brings 10 friends, family or associates into their circle to pledge a minimum of \$1,000 each to the Elevating Change 6-week campaign. We want to promote open conversations and questions, but make the process simple, efficient and convenient.

We provide an informational webinar that team captains can use to inform their circle, individually or in a group setting, whenever and as often as they wish. The webinar has a Q&A session, brief videos, and discussion topics.

Whether you're a passionate advocate, a potential partner, or someone simply curious about our cause, this is your chance to be a change-maker.

## What is Elevating Change?

### This is what it's not:

A huge time commitment. NO.

A special event that you must attend. NO.

Uses donor dollars to rent a fine event venue. NO.

Attendees have to dress to feel comfortable with people they don't know. NO.

### Here's what it is:

A six-week campaign that is

Quick! YES!

Impactful! YES!

Flexible! YES!

Easy to donate! YES!

Great information to inform a change-making investment!

YES! YES! YES!

# Change the System, Change the World

**Our mission at Dorothy's Place is clear.** We're excited to introduce our groundbreaking fundraising initiative "Elevating Change," an operating campaign designed to educate our community and secure vital funds in a flexible, engaging, and easy manner. We look to bridge the ever-widening gap between our operational budget and the rising costs of providing essential services to chronically unsheltered people.



**The Superheroes Behind the Cause** Central to "Elevating Change" are our esteemed "Superheroes", the captains who will passionately champion our cause. These dedicated individuals will invite ten potential donors to their circle, each contributing \$1,000 or more to support our mission.

**A Compelling Invitation** We provide our Superheroes with compelling printed invitations and a suite of printed and digital materials. These resources not only elucidate the critical work of Dorothy's Place but also underscore the pressing need for interim housing in our community.

**A Window to Our World** Within the invitation lies an opportunity to participate in a Zoom webinar. Attendees can engage remotely or gather with friends and family to dive into the heart of our mission. The webinar can be played and replayed at any time in single or group settings. At the conclusion of this enlightening webinar, there will be a chance to pledge support online via credit card, DAF, stocks, Bitcoin, or a traditional mailed check.

**Your Questions, Our Answers** While we won't be physically present, we ensure that questions do not go unanswered. A dedicated Q&A session is available during the webinar to address any inquiries. Rest assured, our experienced staff is here to assist and guide you.

**Unveiling Success Stories** The webinar features a recorded audio presentation accompanied by a powerful PowerPoint. This multimedia showcase includes a recent video testimonial from a graduate of House of Peace, our Dorothy's Place supportive housing program. We also provide engaging discussion questions and scenarios for post-webinar group conversations.

**Empowerment Through Goals** Our Superheroes set their own fundraising goals, with a minimum threshold of \$10,000 each. For those who go above and beyond, we've arranged impressive recognition gifts to convey our deep appreciation.

**Acknowledging Extraordinary Efforts** At the beginning, our Superheroes will meet to kick start the campaign. Later, in January or February, we will come together again to recognize and applaud their extraordinary achievements.

**Your Partners in Change** Throughout "Elevating Change," our dedicated Dorothy's Place staff, including the tireless efforts of Jill, and Amy, our esteemed development officer, will be your unwavering support. With their guidance, you're invited to join us in revolutionizing how we secure essential funds and advocate for a brighter future for those most vulnerable in our community.

***Join us in making a difference through "Elevating Change." Together, we can pave the way to a more secure and compassionate future for all.***