

***Campaign Kickoff Email (Option 1)***

Subject Line: Will you join me?

Hi [NAME],

Every day, Haven House Services helps young people in our community navigate immense challenges, such as homelessness, mental health struggles, and crises at home or school. In the past two years, they've went from serving 1,200 youth to over 2,000 youth annually.

To help, I am volunteering with Haven House this fall. My goal is to raise \$XXX in the next 30 days to provide shelter, security, and hope to youth in need. Every \$250 I raise provides a night of shelter, food, counseling, and support for a youth experiencing homelessness.

**Will you help me reach my goal?** Donate here: [YOUR PAGE LINK]

Gifts during the first week of the campaign are being matched, so please give today!

Your help is needed and very much appreciated. Their futures can't wait.

Thank you,  
YOUR NAME

*Haven House is a 501(c)(3) nonprofit, and you will receive a receipt for your donation.*

P.S. Here's a few examples of the impact your gift could make:

**\$500 (\$42/month) = 10 hours of mentoring** and/or case management for a local youth

**\$250 (\$21/month) = 1 night** at Wrenn House for a youth aged 10-17 who is experiencing homelessness and/or in a crisis (includes shelter, food, counseling, and other support).

**\$100 (\$8/month) = 1 hour of crisis counseling** to youth and/or their families. Last year, they answered nearly 1,200 crisis calls.

\* Replace levels above with higher levels:

<https://secure.qgiv.com/event/ac25/page/3808673/>

**Campaign Kickoff Email (Option 2)**

**Subject Line:** It's Kickoff Week.

Hi NAME,

I'm kicking off my campaign for Haven House Services today! Will you help me start strong?

Haven House is on the front lines for youth facing homelessness, school challenges, and other tough circumstances. They are the designated agency to help youth 24 and under in Wake County who are experiencing homelessness. **Haven House's Street Outreach program served 773 young people aged 16-24 last year, who were experiencing homelessness**, a 230% increase in the past two years.

My goal is to raise \$XXX to support Haven House's programs that change futures.

Please help me reach my goal: [YOUR PAGE LINK](#)

Thank you,  
YOUR NAME

**New Fundraisers Only- Use Our Match to Encourage Donations**

**Subject Line:** Your chance to help x2.

Hi NAME,

When a young person is unsure where they'll sleep, if they'll have enough to eat, or how they'll make it through school, Haven House Services is there to offer support. That's why I'm volunteering for their fall campaign – to help more than 2,000 youth in our community.

I'm aiming to raise \$XXX by October 15<sup>th</sup>. The first \$1,000 donated will be doubled, thanks to a matching donor. That means your \$25 becomes \$50, your \$100 becomes \$200, etc...

Plus, every \$250 I raise provides a night of shelter, counseling, food, and more for a youth in our community experiencing homelessness.

If you can join me in donating, please do: YOUR PAGE LINK

Gratefully,

YOUR NAME

**P.S. Did you know?** Haven House's Wrenn House is the only crisis shelter for youth aged 10-17 between Greensboro and Wilmington. In addition, Haven House is the designated agency to help youth 24 and under in Wake County who are experiencing homelessness.

----- **OR** -----

**Subject Line:** Double Your Impact

Hi NAME,

This fall, I'm fundraising with Haven House to help local youth in need. When a young person is unsure where they'll sleep, if they'll have enough to eat, or how they'll make it through school, hope can feel out of reach. I want to change that.

My goal is to raise \$X in the next 30 days. All donations up to \$1,000 in total will be matched dollar for dollar. Every \$250 I raise provides a night of shelter, counseling, food, and more for a youth experiencing homelessness. Will you join me to give youth hope, and support?

You can donate through my page: YOUR PAGE LINK

*Haven House is a 501(c)(3) nonprofit, and you will receive a receipt for your donation.*

**Use your own gift as a match**

**Subject Line:** I'll match you

NAME,

I've taken on a fundraising challenge for Haven House Services' Annual Campaign because I believe every young person deserves a safe, stable, and hopeful future.

To show how much this means to me, I'm personally matching all donations made through my page in the next 24 hours, up to \$XXX. For every \$250 I raise, it provides a night of shelter, food, counseling, and support for a youth experiencing homelessness.

Together, we can make 2X the difference for youth who need our support right now. Please join me by giving today: [YOUR PAGE LINK](#)

Their futures can't wait — and neither should we.

Thank you,  
YOUR NAME

----- **OR** -----

**Subject Line:** Match me?

NAME,

I've taken on a fundraising challenge for Haven House Services' Annual Campaign because I believe every young person deserves a safe, stable, and hopeful future.

To show how much this means to me, I'm personally matching all donations made through my page in the next 24 hours, up to \$XXX.

This past year, Haven House helped more than 2,000 youth, an increase of more than 60% over the past two years. They are the agency designated to help youth age 24 and under in our community who are experiencing homelessness.

Together, we can make 2X the difference for youth who need our support right now. Please join me by giving today: [YOUR PAGE LINK](#)

Their futures can't wait — and neither should we.

Thank you,  
YOUR NAME

**Share a Success Story:**

**Subject Line:** This is my why

Hi friends,

I am volunteering with Haven House's Annual Campaign because I want to make a difference for our young people. Haven House helps more than 2,000 youth each year, meeting them where they are and helping them move forward.

**I've set a goal to raise \$XXX by [deadline]. Will you help me reach it?: YOUR PAGE LINK**

Here's one story that inspires me:

*When 21-year-old Jasmine's relationship ended, she found herself homeless and living in a hotel with her two children. She previously worked as a medical office receptionist but lost that job due to being unreliable because of a lack of housing, transportation, and childcare.*

*Working as a restaurant hostess to get by, Jasmine connected with Haven House's Street Outreach team, who helped her get her old job back. Together, they tackled her debt, improved her credit, and secured a safe, stable apartment, with the team covering the move-in expenses and furniture provided through a partner agency. Today, Jasmine is thriving. She is fully employed, covering all expenses, and able to invest in speech therapy for her son.*

Together, we can create more stories of resilience and brighter futures.

With thanks,

YOUR NAME

P.S. Here's a few examples of the impact your gift could make:

**\$500 (\$42/month) = 10 hours of mentoring** and/or case management for a local youth

**\$250 (\$21/month) = 1 night** at Wrenn House for a youth aged 10-17 who is experiencing homelessness and/or in a crisis (includes shelter, food, counseling, and other support).

**\$100 (\$8/month) = 1 hour of crisis counseling** to youth and/or their families. Last year, they answered nearly 1,200 crisis calls.

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**Give Donors a Deadline**

**Subject Line:** Only XXX days left — help me reach my goal!

Hi friends,

I have just XXX more days to reach my Haven House Services fundraising goal, and I need your help to get there.

Every year, Haven House supports more than 2,000 young people who are experiencing homelessness, mental health challenges, and/or struggles at school or home.

I'm only \$XXX away from my goal of \$XXX. Will you help me reach it? Every \$250 I raise provides a night of shelter, counseling, food, and support for a youth experiencing homelessness.

Donate here: [YOUR PAGE LINK](#)

Thank you for being part of this effort to change futures,

YOUR NAME

**Follow Up Email**

Subject Line: Following up — only XXX days left

Hi friends,

With just XX left, I'm only \$XXX away from reaching my Haven House fundraising goal!

Haven House serves over 2,000 youth a year experiencing homelessness, provides mental health support, and runs prevention programs to keep youth on a positive path. Every gift helps them get the stability and guidance they need.

**Did you know?** Haven House's Wrenn House youth shelter is the only crisis shelter for youth aged 10-17 between Greensboro and Wilmington. Every \$250 I raise provides a night of shelter, counseling, food, and support for a youth experiencing homelessness.

Will you help me finish strong? Because their futures can't wait.

Donate here: [YOUR PAGE LINK](#)

Thank you,  
YOUR NAME

----- **OR** -----

Subject Line: So close. Only XXX days left

Hi friends,

I'm almost there! With just XXX left, I'm only \$XXX away from reaching my Haven House fundraising goal of \$XXX.

Haven House serves over 2,000 youth a year experiencing homelessness, provides mental health support, and runs prevention programs to keep youth on a positive path. Every gift helps them get the stability and guidance they need.

**Did you know?** Haven House's three diversion programs support youth in building skills, confidence, and goal-setting that make a long-term impact in improving educational outcomes.

Will you help me finish strong? Because their futures can't wait.

Donate here: [YOUR PAGE LINK](#)

Thank you,  
YOUR NAME

**Help Me Meet My Goal**

Subject Line: Just a little more — can you help?

Hi friends,

Haven House Services supports over 2,000 youth each year — kids facing homelessness, mental health crises, or challenges that could lead them into the justice system. Their futures can't wait, and that's why I am volunteering for their fall campaign.

I'm so close to my goal of \$XXX — only \$XXX left. Join me in making a difference today?

Give here: YOUR PAGE LINK

Every gift matters, and together we can change futures.

Thank you,  
YOUR NAME

----- **OR** -----

Subject Line: Just a little more — can you help?

Hi friends,

Haven House Services supports over 2,000 youth each year — kids facing homelessness, mental health crises, or challenges that could lead them into the justice system. Their futures can't wait, and that's why I'm fundraising.

I'm so close to my goal of \$XXX — only \$XXX left. Join me in making a difference today?

Give here: YOUR PAGE LINK

Every gift matters, and together we can change lives.

Thank you,  
YOUR NAME

**Did you know? Haven House's Street Outreach program served 773 youth last year?**

Haven House's Street Outreach program provides outreach, case management, and support for basic needs for young people ages 16-24 who are experiencing homelessness. Over the past two years, the agency has seen a 230% increase in the number of youth served through this program.

**Story Led**

**Subject Line:** A story and a question

Hi friends,

Below you will find the story of two young people that Haven House Services recently helped.

I'm volunteering with their fall campaign so they can empower more youth to overcome obstacles, including mental health struggles, homelessness, and crises at home or school. My goal is to raise \$XXX by October 15<sup>th</sup>. Will you support my efforts?

Donate here: YOUR PAGE LINK

Your gift helps youth find hope, safety, and a path to a brighter future.

I appreciate you!

NAME

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*When 15-year-old Caleb and his 12-year-old sister Mia came to Haven House's Wrenn House youth shelter, their family was experiencing homelessness. Their mom was staying in a women's shelter while working during the day.*

*At Wrenn House, Caleb and Mia had a safe place to stay and support with basic needs, including transportation to school every day. Knowing her children were cared for, their mom could focus on using her support system to make a plan for the future. The family stayed connected with visits several times a week.*

*After some time at Wrenn, Caleb, Mia, and their mom were able to move into housing with the help of a family friend. With the support of Wrenn House, this family had the stability they needed to take the next step forward—together.*