

OUT OF THE COLD



WHAT?

On any given night, 6,000 youth in Minnesota don't have a place to call home. With cold weather approaching this holiday season, you can provide **the gift of HOPE** to youth in our community by participating in HOPE 4 Youth's Out of the Cold. This life-changing, six-week campaign will raise awareness of youth experiencing homelessness and raise funds for HOPE 4 Youth to continue meeting the basic needs of youth and providing them the tools to thrive.

There are two major components of the campaign:

- 48-hour kickoff "in the cold" November 19-20, to compliment Give to the Max Day
- Fundraising initiatives over six weeks centered around the gift of HOPE

WHEN?

The campaign will run November 19 through December 31, 2020. Everyone is welcome to stop by our kickoff celebration on Thursday, November 19, between 4-8 p.m. at the Anoka County Sheriff's Office.

HOW CAN YOU HELP?

Sign up online to be "out in the cold" for a one-hour time slot between November 19 – 20 (48 hours).

For your designated hour, you can choose any place to be "out in the cold" – your backyard, a business parking lot, a park, up in a tree stand, or anywhere you'd like! During your hour outside, we'd love for you to post your experience on social media, share photos/videos and encourage your friends/family to give the gift of HOPE to youth through your online fundraising page. You are also encouraged to stop by our kickoff celebration (Thursday, November 19, 4-8 pm.) to get free goodies, drop off cash donations and let us thank you in person.

Set-up your own online fundraising page and raise critical funds for HOPE 4 Youth. We'll give you all the tools to make fundraising easy. You will have until December 31, 2020 to promote your fundraising page and we'll give you helpful tips/tricks that will motivate people to give the gift of HOPE.

Be a partner. We need businesses and individuals to jump start the campaign with a financial donation. Your partnership will motivate others to give the gift of HOPE to the youth we serve. There are several options:

- Be an hourly partner during the first 48-hours (\$500/hour)
- Be a weekly partner during one week of the campaign (\$2,000/week)
- Be our HOPE partner throughout the whole campaign (\$10,000 with inclusion in iHeartRadio ads)

All partners will be highlighted on our social media platforms, named/linked on our website, and receive other promotional opportunities.

Details on all three opportunities are posted on HOPE4YouthMN.org.

QUESTIONS?

Contact Julie Orlando, director of advancement, at jorlando@hope4youthmn.org.