

ST MARY'S

**HOUSE OF
WELCOME**

FUNDRAISE FOR US

SOCIAL MEDIA TIPS AND TRICKS

How to use social media
to fundraise

ABOUT ST MARY'S HOUSE OF WELCOME

Inspired by the spirit of the Daughters of Charity, St Mary's House of Welcome seeks to further social justice by standing with people who are disadvantaged offering support, solutions and hope.

St Mary's House of Welcome provides basic essential services to people who are chronically homeless and experiencing poverty, severe and persistent mental health issues and those who are extremely isolated and socially marginalised.

Many of those who come to St Mary's House of Welcome for help experience multiple issues: sleeping rough, drug addiction, poverty, childhood trauma, mental illness, institutionalization, street drinking, all of which adds up to chronic social and health problems.

Our open-door policy means we are often the first point of contact for people when they need a place to eat, wash and access essential services. In addition to basic services, we also provide case management, psycho-social support and a comprehensive social inclusion program.



OUR IMPACT LAST YEAR

- **146,928** substantial, nutritious meal packs
- Over **4,200** warm showers, toiletry packs and fresh clothing
- Over **3,250** emergency food hampers
- **1,000** support sessions with qualified community workers
- **500** social inclusion activities such as art/craft, gardening, fishing and wellbeing groups

HOMELESS STATISTICS

- On any given night in Australia, 1 in 200 people are homeless
- 1 in 4 are one fortnight's pay away from becoming homeless
- In the five years to the last census, homelessness increased by 14%
- 115,000 people are currently homeless in Australia
- 59% are male and 41% female
- 60% of those affected are under 35
- 20% are indigenous & 46% are born overseas
- People between 20 – 30 make up a quarter of all people who are homeless
- The leading cause of homelessness for women is family violence

Homelessness can happen to anyone

USING SOCIAL MEDIA TO FUNDRAISE

We are here to help you reach your fundraising goals!

By following the simple steps outlined in this guide, you will be confident to succeed and also spread awareness of disadvantage and homelessness in Melbourne.

SOCIAL MEDIA PLATFORMS TO USE

There is no right or wrong social media platform to use for your fundraising campaign. We recommend using whichever platform/s you are familiar and comfortable with, as these are most likely to be where you have the most friends and family following you. We use Instagram, Facebook, Twitter and LinkedIn, but there are plenty of other options depending on your lifestyle and interests.

OUR SOCIAL MEDIA ACCOUNTS

Before you make your first post, we recommend following our social media accounts so you can tag us in your posts. This will be beneficial to your fundraising efforts by adding credibility to your campaign and making it easy for your friends and family to access more information about our organisation.



#stmaryshouseofwelcome
#smhow

STEPS TO GET YOU STARTED

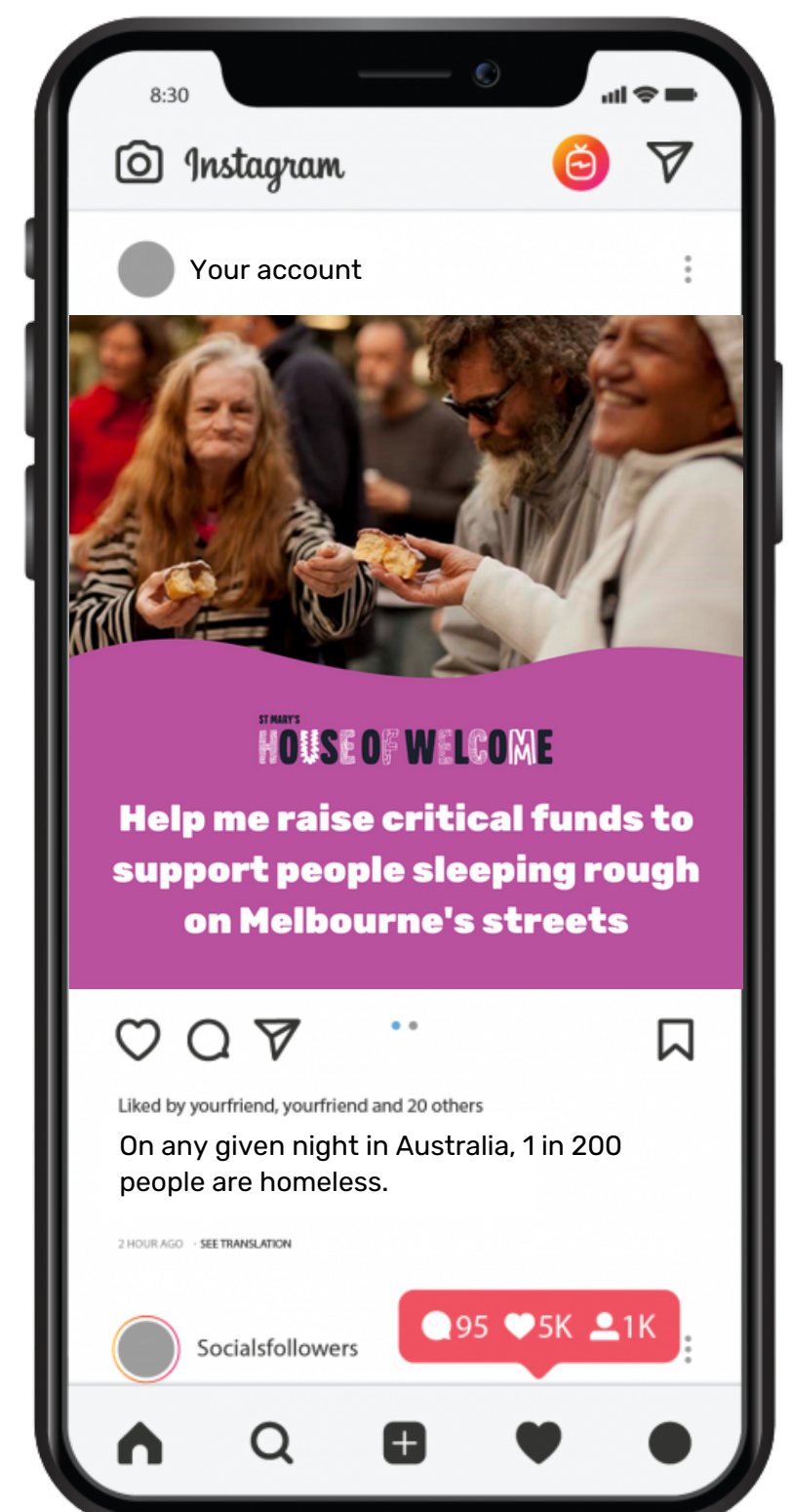
1. **Check out our [Fundraise For Us](#) page** for information and guides on community fundraising.
2. **Follow our social media pages** to make it easy for you to tag us in your posts.
3. **Download our [social media templates](#).** We usually provide templates for each fundraising challenge event as well as generic templates that can be used for any fundraising campaigns. All you need to do is download them and re-post to your own account.
4. **Write a personalised caption and tag us in the post.** You may wish to include the reason why you have decided to fundraise for St Mary's House of Welcome. See page 2 for information about homelessness in Australia and find what resonates with you.

USING OUR TEMPLATES

Your choice of template



Use a homeless statistic in your description to spread awareness about homelessness in Australia



SUGGESTED SOCIAL MEDIA POSTS

You may wish to use some of the following prompts for your social media post:

- I'm raising funds to support...
- I am taking part in XXX to raise funds to support
- Help me raise awareness and vital funds to...
- Insert a homeless statistic (see page 2) and call to action

EVERY GIFT MAKES A HUGE DIFFERENCE:

\$25 will help provide an essential hygiene pack including soap, shampoo, toothpaste and tooth brush, deodorant, razor, sanitary items.

\$35 will help provide an emergency food hamper for someone sleeping rough.

\$55 will help provide emergency material aid items (clothing, blankets, underwear, socks, etc).

\$75 will help provide a basic mobile phone and recharge card, giving a vulnerable community member a way to communicate with us.

\$125 will help provide essential medications and health supplies to support well-being of ten rough sleepers.

\$250 will help fund our showers program for one day, allowing dozens of people sleeping rough to get clean (note: showers are cleaned and sanitised by a professional cleaner after each use).

\$500 will help us to ensure those community members who are homeless and rely on us for help, won't go hungry

\$1,000 will help cover the cost of running the St Mary's House of Welcome takeaway meals program for one week, providing more than 500 nutritious meal packs to people sleeping rough.

PROMOTIONAL COLLATERAL FOR YOU TO USE

We have developed some [promotional material](#) that is available for you to download and use as part of your fundraising campaign:

- Generic fundraising poster
- 'Proudly supporting' St Mary's House of Welcome logo
- 'Proudly supporting' St Mary's House of Welcome Facebook banner
- St Mary's House of Welcome 'About us' brochure
- Fundraising toolkit

FINAL TIPS AND TRICKS

- If you're promoting your fundraising activity on social media, remember to tag St Mary's House of Welcome
- Use photos or videos on your social posts to catch your friend's attention!
- Use [Facebook fundraisers](#) for your next birthday celebration. This is a simple way to get friends to donate in lieu of gifts
- A great way to get started and show your friends how passionate you are is to make a donation yourself!

CONTACT US

We're here to help! Call our Fundraising team on 03 9417 7985 or send us an email at fundraising@smhow.org.au

smhow.org.au/donate