



HOW TO CREATE A SHAREABLE RESOURCE FOR YOUR ORGANIZATION



Your most enthusiastic supporters are always looking for a good reason to bring you up. So, it's great to have a mission-centric piece they can easily share with their friends.

A simple brochure or one-sheet can create interest in your organization and inspire your reader. Just be sure you rely more on inspiration than information. A few stats can impress, but getting to your reader's heart will make a bigger splash.

5 RECOMMENDED ELEMENTS FOR A SHARABLE RESOURCE

- 1** Provide some practical encouragement and value. Lead with inspiration. Could include a testimonial or multichannel messaging. We'll include a sample of each version below.
- 2** Introduce your organization with information that includes:
 - a. Brief history
 - b. What you do/services you provide
 - c. Explanation of your mission and heart
 - d. Quotes/personal stories about why people get involved with you.
- 3** Current needs, opportunities or successes/data
- 4** Call to action
- 5** Contact information

SAMPLE COVER LETTER

Dear [NAME],

Thank you for your support of [MINISTRY NAME].

We're so grateful for people like you – supporters who are enthusiastic about our mission and want to share us with your friends and loved ones. Please find the attached piece that introduces who we are and why we [MISSIONAL LANGUAGE].

Thank you for partnering with us – and passing our message along to those you love.

[Closing]



THE 5 ELEMENTS IN ACTION: Brochure with testimonial

1

"When I came to ABC Rescue Mission, I was broke, addicted to meth, and had lost all hope."

James never thought he would end up on the street. He had always been a good student and athlete until he got caught up with the wrong crowd. 5 years later he found himself penniless and addicted.

But James' didn't stay that way

James entered our doors in May, and by Christmas his life was headed in a new direction. Volunteers, counselors, and therapists helped him process deeper issues, find work, and experience rehabilitation. James is special, but his story is not unique. Everyday people just like James find freedom and hope at ABC Rescue Mission.

2

Since 1912, ABC Rescue has served people facing crisis, homelessness and addiction in Genesee County. We believe that caring for the needs of those we serve opens doors for freedom, transformation, and love.

3

Every year more than 13,000 people receive food, shelter or other care services at ABC Rescue. In just the past 6 months, more than 150 people have become locally employed, financially independent, and into safe living arrangements through the Mission.

4

We're looking for 100 more community volunteers to serve in our soup kitchen. If you're looking for a space where you can extend love to people in need, we hope you'll join the work of ABC Rescue Mission. If you or someone you know are struggling, we'd love to help.

5

Reach out to us at xxx-xxx-xxxx or visit www.abcrescuemission.net to get started today.

THE 5 ELEMENTS IN ACTION:

Brochure with multichannel messaging.

1 Two daughters were comparing the less-than-desirable physical attributes they inherited from their father. The older one said, "I hate my freckles from dad." Her unsympathetic younger sister replied, "At least you got his freckles. I got his eyebrow!" Certain family traits pass naturally from one generation to the next – but values of faith and character may require a bit more effort. What values do you hope to nurture in your children and grandchildren?

Here are four everyday ways you can build a foundation of family values:

 **Play together.** Enjoying time together eases tensions, establishes a joyful home, and creates belonging.

 **Pray together.** Praying together cultivates gratitude, deepens unity, builds faith, and demonstrates trust in God.

 **Share together.** Children love hearing funny or meaningful family stories. You can also talk about personal struggles and experiences with God.

 **Give together.** When your family values generosity, the options are endless for creating impact together. Families can collect donations or volunteer with ABC Rescue Mission.

2 Since 1912, ABC Rescue has served people facing crisis, homelessness and addiction in Genesee County. We believe that caring for the needs of those we serve opens doors for freedom, transformation, and love.

"I've been a volunteer with ABC for a decade. Last Fall, my daughter came along one Saturday so see what Dad has been up to all these years. She was so impacted, she's decided to explore social work when she graduates next year."

3 In just the past 6 months, more than 150 people have become locally employed, financially independent, and into safe living arrangements through the Mission. We're looking for 100 more community volunteers to serve in our soup kitchen.

4 If you're looking for a space where you can extend the love of Jesus to people in need, we hope you'll join the work of ABC Rescue Mission. If you or someone you know are struggling, we'd love to help.

5 Reach out to us at xxx-xxx-xxxx or visit www.abcrescuemission.net to get started today.

