



**DAY FOR
HOPE**

**HORIZONS
COMMUNITY
SOLUTIONS**

Fundraising toolkit

APRIL 30, 2019



COMING TOGETHER. CHANGING LIVES.

Thank you for taking a step towards raising transformative funds for South Georgia!

We want to assist you in your fundraising efforts by helping you create a campaign, share your story and exceed your goals! Use this toolkit as a guide to success - but remember, we are here to support you, too.

TABLE OF CONTENTS

MISSION, VISION, VALUES.....	4
DAY FOR HOPE DETAILS.....	5
COMMUNICATING YOUR MESSAGE.....	6
Logos & Usage.....	6
Social Media Guidelines.....	7
Sample Social Media Posts.....	8
Sample Email & Press Release.....	9
FACTS ABOUT HORIZONS.....	10
SPONSOR LEVELS.....	11



FROM HORIZONS CEO

Welcome to the Horizons Day for Hope Team! By reaching out to your network connections, you will be able to help thousands of citizens in South Georgia lead healthy and productive lives. You may know that South Georgia has a higher than average cancer risk. And, one of the most common and most curable cancers, if caught early, is colon cancer. Horizons provides health navigation and screening for breast and colon cancer for those that have no other way to pay here in South Georgia. Every dime you raise will stay right here in our communities.

But, we do even more. Horizons funds and provides Type 2 diabetes prevention education and obesity prevention. Our team is working in Blakely on a pilot project that will see transformative change in health outcomes that can be emulated throughout South Georgia. Your contribution stays here and gets to work here improving life for south Georgians.

You can feel proud and gratified that your work for Horizons Day for Hope will make a life saving difference. Thank you for your charitable spirit, your commitment to making South Georgia the best place to live and work, and for your unselfish gift to the communities we serve.

Sincerely,
Cynthia George
CEO, Horizons Community Solutions



HORIZONS
COMMUNITY SOLUTIONS

VISION

A culture of wellness that achieves optimal health for everyone

MISSION

Strengthening communities and empowering people to lead healthy and productive lives

VALUES

Accessible

100% Accessibility; 0% Disparities

Sustainable

Sustainable Solutions that Work for Local People

Measurable

Measurable Results

Collaborative

Collaboration and Partnerships

Inclusive

Inclusiveness and Cultural Sensitivity

Responsible

Stewardship of Resources

Integrity

Integrity and Transparency

HISTORY

Horizons Community Solutions launched its new name and mission in 2016 as an expansion of the Cancer Coalition of South Georgia. The name change brought a new mission to improve wellness and economic vitality in our communities.

Since 2002, the Cancer Coalition – by collaborating with hundreds of partners – has been fighting cancer locally. Nationally recognized for our programs and research, the Cancer Coalition’s work steadfastly continues as a division of Horizons.

Horizons has broadened its services to address the underlying causes of health disparities and to provide education on diabetes prevention and obesity prevention programs in south Georgia communities to create a sustainable culture of wellness.

DAY FOR HOPE

SHARE YOUR STORY

We've all had someone close to us diagnosed with cancer. In a few words, share why you think it is important for everyone to be screened for cancer. Or share why you believe healthy families and health communities is important to improving quality of life in south Georgia.

WHAT IS HORIZONS DAY FOR HOPE?

Horizons Day for Hope is Tuesday, April 30th and is a 24 hour fundraiser for Horizons Community Solutions. We invite everyone in South Georgia to join in that day to focus on raising funds for cancer screening and building healthier communities. We welcome any group, individual, club, business, church, etc. to help us that day.

WHO IS HORIZONS AND WHAT DO YOU DO?

The mission of Horizons is strengthening communities and empowering people to lead health and productive lives. Horizons provides personalized health navigation, provides access to cancer screenings, travel assistance for patients in treatment, and survivorship programs. We also work to transform communities by helping communities identify the underlying causes of health disparities and empowering them to address and improve them. Horizons participates in research with renown university researchers to identify and address the root causes of health disparities. We also work in the areas of obesity and diabetes prevention with the Emory Prevention Research Center.

HOW CAN I PARTICIPATE? It's simple! Give online now until April 30th by clicking here.

WHY SHOULD I PARTICIPATE? This campaign enables Horizons to fund cancer screenings and patient assistance to the uninsured and underinsured, and health education programs to our neighbors right here in South Georgia. Every donation stays right here!

IS THERE A MINIMUM GIFT AMOUNT? Horizons Day for Hope accepts any amount! However, to give online your gift must be \$10.00 or more.

IS MY DAY FOR HOPE CONTRIBUTION TAX DEDUCTIBLE?

Horizons Community Solutions is a nonprofit 501(c)(3). Your gift is 100% tax deductible. You will receive a receipt either by email or U.S. mail.

HOW CAN I CHALLENGE MY FRIENDS TO SUPPORT HORIZONS? Look at the Challenge Guide on our website at www.horizonscommunity.org for easy instructions. If you are working with a group or club, sign up your group online now to get a jump start!

DO I HAVE TO WAIT UNTIL DAY FOR HOPE TO MAKE MY DONATION? No! As a matter of fact, if you begin now making a challenge or a match, you will have more time to reach your goal.

CAN I MAKE A DONATION BY PHONE OR MAIL?

Absolutely! Call our office at 229-352-9100 between 8:00 a.m. and 5:00 p.m. Or mail us your donation to 2332 Lake Park Dr., Albany, GA 31707.



COMMUNICATING YOUR MESSAGE



SHARE YOUR STORY

Nothing is more powerful than a story, and you will have the most significant results by sharing yours! Use the social media guidelines on page 7 to write and share your story.



ASK PEOPLE

People want to contribute to causes that are important and impactful to their local community. Make a list of potential donors and use the form of communication you feel most comfortable with - social media, email, letter, phone call or in person.



BECOME A CHAMPION

As a Day for Hope Champion, you will be given your own fundraising page, through Fundly.com, where you can set your fundraising goal, post an inspiring picture and share your story through Facebook, Twitter and email.

HOW DO I BECOME A CHAMPION?

It's easy! Email Cynthia.George@HorizonsCommunity.org and let us know. We will gather the information for your page and send you the login information. Once you login all you need to do is share your page using the Facebook and Twitter button or copy and paste your personalized link into an email to friends and family. (See sample email on page 9.)



SOCIAL MEDIA GUIDELINES

Social media continues to grow as the best tool to connect with and inform others. It will be the most valuable tool in your fundraising efforts. Here are a few "Do's and Don'ts" to keep in mind as you fundraise.



- Post across multiple platforms: Facebook and Instagram are the two most used social media platforms in South Georgia.
- Post stories and inspirational quotes
- Use images
- Use #DayForHope
- Post 2-3 times per week
- Post before, during and after your campaign/event



- Make every post an ask.
- Post too often.
- Forget to tag #DayForHope and Horizons Community Solutions
- Post during off-peak social media times (i.e., 1 a.m. or Friday evenings)

SAMPLE SOCIAL MEDIA POSTS



Download "Sample Social Media Posts" in a Word document here:

RESOURCE CENTER

TELL A STORY

"As some of you know, my mother was diagnosed with colon cancer a few years ago. Fortunately, she was able to have a screening colonoscopy and it was caught early. My mom is healthy today. But, there are many in our community that don't have insurance or the means to pay for a screening. That's why I support Horizons, because they take care of those that are uninsured or underinsured to make sure they can be screened for cancer. My goal is to raise \$1,000 before April 30th. Please contact me for more information on how to donate. #DayForHope Horizons Community Solutions[TAG]" [add a personal image]

SHARE FACTS

"Imagine how hard it is to hear you have cancer. Then imagine not having the money to travel for treatments. As part of Horizons Community Solutions(tag), the Cancer Coalition provided over 1,000 patients this year with cancer screenings, health navigation, and travel assistance. #DayForHope" [ADD IMAGE]

BUSINESS OR ORGANIZATION POSTS

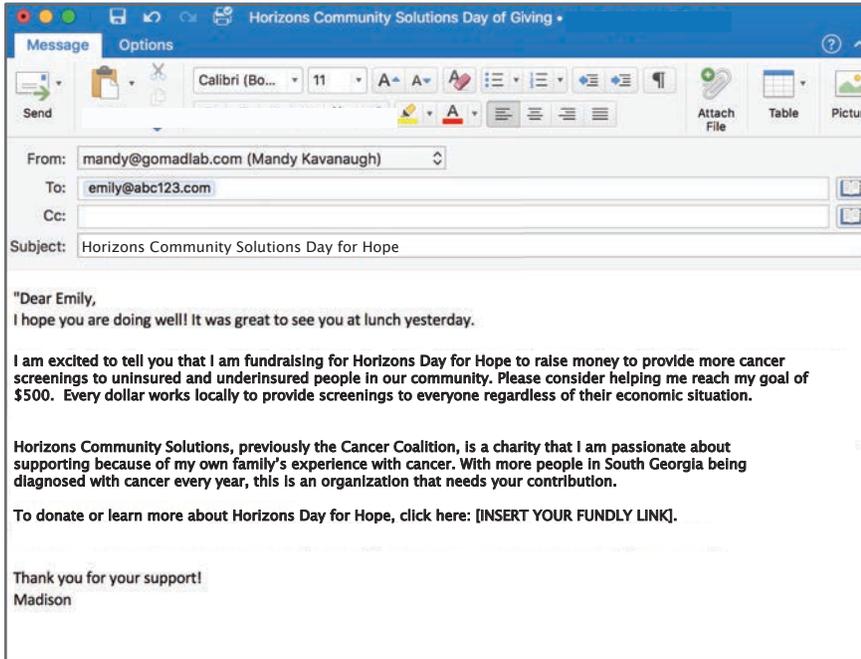
"[INSERT ORGANIZATION NAME] is fundraising with Horizons Community Solutions [tag] in honor/memory of our employee, [INSERT NAME AND PERSONALIZED STATEMENT]. You can help too! [INSERT CAMPAIGN/EVENT DETAILS] #DayForHope" [ADD PERSONALIZED IMAGE]

CALL TO ACTION

"I want to challenge my friends! I will match each [INSERT AMOUNT] donation to #DayForHope up to [INSERT AMOUNT]. Message me for details. Horizons Community Solutions[tag]" [ADD HELPING HANDS IMAGE]

*** ADDITIONAL SOCIAL MEDIA POSTS ARE IN RESOURCE SECTION.**

SAMPLE EMAIL



Download "Sample Email" in a Word document here:

RESOURCE CENTER

SAMPLE PRESS RELEASE



Download "Sample Press Release" in a Word document here:

RESOURCE CENTER

FACTS ABOUT HORIZONS

- The Cancer Coalition of South Georgia changed its name two years ago to Horizons Community Solutions, Inc. to expand the scope of services offered to clients.
- Horizons continues to provide colorectal and breast cancer screenings and to provide health navigation to those patients.
- Each year, Horizons touches more than 4000 lives through cancer screenings, education, research, community transformation projects, obesity prevention, diabetes type 2 prevention, and patient assistance for transportation to screenings and cancer treatment.
- Horizons is one of only 166 programs in the country recognized for a Research-Tested Intervention Program and recognized as a national best practice model by the Center for Disease Control.
- Every dime donated to Horizons stays right here in South Georgia.
- Horizons is recognized as a national best practice model by the Center for Disease Control and Prevention (CDC) The Community Guide in Action (2013- current)
- Cancer Coalition of South Georgia was founded 15 years ago by a regional committee of healthcare and community leaders passionate about cancer prevention.



DAY FOR HOPE SPONSOR LEVELS



	Personalized WALB Segment	Digital Promos on NBC, ABC, Bounce and Valdosta	Listed as Day for Hope Presenting Sponsor	Customized Landing Page	Customized Facebook Promotion	Facebook Promotion Thanking Your Givers	Listing on Day for Hope Page	Logo on Yard Sign	Yard Sign to Display
\$10,000 Level	*	\$2,000 value	*	*	*	*	*	*	*
\$5,000 Level		\$1,000 value		*	*	*	*		*
\$2,500 Level		\$500 value		*	*	*	*		*
\$1,000 Level				*	*	*	*		*
\$500 Level				*					*

\$10,000 LEVEL

- Individual produced segment to air on the Day for Hope
- \$2000 value of on-air and digital promotions on NBC, ABC, Bounce and Valdosta
- Listed as Day for Hope Presenting Sponsor
- Customized Landing page to promote your dollars raised to either link off your site/promote on Facebook. The landing page will be created by Horizons.
- Customized Facebook promotion announcing your sponsorship with your logo
- Customized Facebook promotion thanking your givers with your logo
- List of sponsors by level on the Horizons Day for Hope Page
- Day for Hope Yard Sign to Display

\$5,000 LEVEL

- \$1000 value of on-air and digital promotions on NBC, ABC, Bounce and Valdosta
- Customized Landing page to promote your dollars raised to either link off your site/promote on Facebook. The landing page will be created by Horizons.
- Customized Facebook promotion announcing your sponsorship with your logo
- Customized Facebook promotion thanking your givers with your logo
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\$10,000 Level	*	\$2,000 value	*	*	*	*	*	*	*
\$5,000 Level		\$1,000 value		*	*	*	*		*
\$2,500 Level		\$500 value		*	*	*	*		*
\$1,000 Level				*	*	*	*		*
\$500 Level				*					*

\$2,500 LEVEL

- \$500 value of on-air and digital promotions on NBC, ABC, Bounce and Valdosta
- Night for Hope 2019: 6 tickets and recognition at event
- Customized Landing page to promote your dollars raised to either link off your site/promote on Facebook. The landing page will be created by Horizons.
- Customized Facebook promotion announcing your sponsorship with your logo
- Customized Facebook promotion thanking your givers with your logo
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\$1,000 LEVEL

- Customized Landing page to promote your dollars raised to either link off your site/promote on Facebook. The landing page will be created by Horizons.
- Customized Facebook promotion announcing your sponsorship with your logo
- Customized Facebook promotion thanking your givers with your logo
- List of sponsors by level on the Horizons Day for Hope Page
- Day for Hope Yard Sign to Display

\$500 LEVEL- INDIVIDUAL SPONSOR LEVEL

- Customized Landing page to promote your dollars raised to either link off your site/promote on FB//Page created by Horizons
- Day for Hope Yard Sign to Display