

# Telethon Fundraising Tips



Housing Assistance Corporation's

**SHELTER CAPE COD  
TELETHON**

**From Homelessness to Hope to Housing**



**Shelter Cape Cod Telethon**  
**Thursday, December 14**  
**5 to 9 p.m.**  
**Cape Cod Community**  
**Media Center**  
**17 Shad Hole Road**  
**Dennis Port, MA**

The Telethon can be watched  
live on local cable access  
channel 98 and will also be  
streamed live on  
[www.CapeMedia.org](http://www.CapeMedia.org)



## Fundraising tools & tips:

### **Raise funds online at First Giving**

Visit [FirstGiving \(www.firstgiving.com/hac/shelter-cape-cod-telethon-2017\)](http://www.firstgiving.com/hac/shelter-cape-cod-telethon-2017) to create your own online fundraising page. It's easy and a lot of fun. Just click the "Join Now" button, and the website will walk you through the necessary steps. Enter your goal amount, your contacts' email addresses, and a personal message. Tap into your social media network through Facebook, Twitter and LinkedIn to raise funds. Your friends can then donate securely online using their credit card.

### **Use a traditional letter-writing campaign**

A personal note delivered through the post office can be just as effective as using the Internet. You can use our sample (see [www.ShelterCapeCod.org](http://www.ShelterCapeCod.org)), or write your own letter.

### **Raise funds in person, using a pledge sheet**

The old-fashioned way still works! Use the form at [www.ShelterCapeCodTelethon.org](http://www.ShelterCapeCodTelethon.org).

### **Ask your business contacts to become a sponsor**

For more information visit [www.ShelterCapeCod.org](http://www.ShelterCapeCod.org) or contact Deanna at 508-771-5400, ext. 270.

### **Host a fundraiser**

A holiday movie night, a cocktail party at your home or business, or organize a raffle with friends, family or co-workers.

[www.ShelterCapeCod.org](http://www.ShelterCapeCod.org)

## CREATE A TELETHON TEAM:

**CREATE A Fundraising TEAM in 3 Easy Steps!** As a fundraiser in the Telethon's on-air phone bank, you can share in the wonderful holiday tradition while you help others move from Homelessness to Hope to Housing. *It's super easy:*

1. Ask your friends, family or work colleagues if they want to be part of a team;
2. Contact us with the name of your group and the people in the group. You will be assigned a time;
3. On telethon night bring a list of your family, friends and neighbors to call to make a donation. *See reverse for tips and tools.*



# www.ShelterCapeCod.org

## TEAM GOALS:

Last year teams raised upwards of \$5,000. We suggested each team member try to hit \$500. To keep track, open a FirstGiving fundraising page by visiting [www.FirstGiving.com](http://www.FirstGiving.com) and searching for, "Shelter Cape Cod."

## TEAM BENEFITS:

- During your time on air, Mindy Todd of WCAI and Matt Pitta of Cape Cod Broadcasting will recognize your team;
- Each team member will have a place card in front of them with their name and team name;
- And, of course, a reserved table at HAC's annual meeting on March 23!



## NEXT STEPS:

Let us know you are coming! You can do this by either signing up online at [www.ShelterCapeCod.org](http://www.ShelterCapeCod.org), calling us at 508-771-5400, ext. 279, or emailing at [Volunteer@HAConCapeCod.org](mailto:Volunteer@HAConCapeCod.org).

If you have additional questions, please feel free to contact Deanna Bussiere at 508-771-5400, ext. 270 or [dbussiere@HAConCapeCod.org](mailto:dbussiere@HAConCapeCod.org)

