

CAMPAIGN TOOLKIT

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CAMPAIGN LOGOS

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~~it out~~
~~homeless~~
communityshelterboard



it out
homeless
communityshelterboard



it out
communityshelterboard



CAMPAIGN LETTERHEAD

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community shelter board
355 e campus view blvd, suite 250
columbus, oh 43235
614-221-9195 / csb.org



CAMPAIGN ANNOUNCEMENT LETTER

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We have an opportunity to give back to the community, and we want you to join us!

One of our partners, Community Shelter Board, is enlisting our help to make sure everyone in our community has a place to call home by participating in their workplace campaign, **x it out**.

The campaign will be held from

About Community Shelter Board

Community Shelter Board is the collective impact organization driving strategy, accountability, collaboration, and resources to achieve the best outcomes for people facing homelessness in Columbus and Franklin County. Their system of care served over 12,000 people last year - including over 2,000 children, over 350 pregnant women, over 500 veterans, and over 700 young adults (18-24 years old).

By joining the effort, we are helping thousands of people in our community whose basic needs of shelter, housing, and safety are met through Community Shelter Board's programs. These programs not only help those who are currently homeless - they also help prevent vulnerable families from becoming homeless and make sure those who come through their system of care remain stably housed.

Ways to Get Involved

It is common to see someone experiencing homelessness and wonder what you can do to help. This campaign is about empowering you by sharing practical ways you can change someone's life in the matter of minutes.

Making a monetary donation to Community Shelter Board is the most effective way to help someone experiencing homelessness. When leveraged with the gifts of others, your donation can keep someone safe in emergency shelter tonight, help someone successfully exit shelter and return to stable housing, or prevent a family from becoming homeless in the first place.

As you continue to learn about Community Shelter Board, if there's a particular program they oversee or group of people they serve that most resonates with you, we encourage you to reach out to our contact at CSB and see how you can get more involved. CSB's relationship coordinator, Amber Scott-Mandelbaum, can connect you with volunteer opportunities or provide a list of most-needed items you can donate.

We'll continue to share ways you can get involved, and you can always reach out to us or CSB's contact, Amber Scott-Mandelbaum (asmandelbaum@csb.org, 614-715-2540), with any questions you have.

Thank you for joining with us and Community Shelter Board to make sure everyone has a place to call home.



CAMPAIGN ANNOUNCEMENT EMAIL

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Subject: Help us **x it out**

We have an opportunity to give back to the community, and we want you to join us!

One of our partners, Community Shelter Board, is enlisting our help to make sure everyone in our community has a place to call home by participating in their workplace campaign, **x it out**.

Who: Community Shelter Board

What: x it out

When:

Get involved: Donate at csb.org/xitout/



Ways to Get Involved

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We'll continue to share ways you can get involved, and you can always reach out to us or CSB's contact, Amber Scott-Mandelbaum (asmandelbaum@csb.org, 614-715-2540), with any questions you have. In the meantime, be sure to follow Community Shelter Board on social media.



Thank you for joining with us and Community Shelter Board to make sure everyone has a place to call home.



GIFT IMPACT EMAIL

[CLICK HERE TO DOWNLOAD](#)

GIVE A GIFT, MAKE AN IMPACT



A GIFT OF
\$40



Keeps a man or woman
safe tonight in shelter.

A GIFT OF
\$90



Keeps a family safe
tonight in shelter.

IF WE RAISE

\$1,000



A man or woman is
stably housed.

IF WE RAISE

\$1,700



A family is
stably housed.



IMPACT INFOGRAPHICS

[**CLICK HERE TO DOWNLOAD**](#)

MAKE A DIFFERENCE



for your neighbors in need in
Columbus and Franklin County

A GIFT OF

\$40



Keeps a man or woman
safe tonight in shelter.

A GIFT OF

\$90



Keeps a family safe
tonight in shelter.

Did You Know?

There are approximately **1,800 people** experiencing homelessness tonight in our community. Thanks to the generous support of those in Central Ohio, Community Shelter Board was able to provide shelter for more than **1,000 families** including over **2,200 children** last year. You can help Community Shelter Board make sure that *everyone* has a place to call home.

Make sure a family has a safe place to sleep tonight at
csb.org/xitout/

IT TAKES A VILLAGE



Collectively, you and your team members can provide a stable home for a young mother and her children, giving them the opportunity for future success and happiness without the stresses and instability of a life in and out of emergency shelter.



Did You Know?



\$1,700
Returns a family
to stable housing.

The average family experiencing homelessness is a 32-year-old single mother with two children under the age of seven.



To help a family in need,
make a donation at
csb.org/xitout/



SOCIAL MEDIA GUIDE

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SOCIAL MEDIA GUIDE



Kick your campaign up a notch by using social media! Posting on your company's social media platforms – as well as your own - allows you to reach more people with Community Shelter Board's message and increase awareness about homelessness in our community. It also creates an opportunity for you to share with your network of colleagues and friends a cause you are passionate about supporting. Not only will you feel proud sharing about your workplace's emphasis on giving back, you will also encourage others to be a part of the amazing effort.

STEP 1: Follow Community Shelter Board on social media and encourage your employees to do the same.



STEP 2: Post about the campaign on social media using Community Shelter Board's provided posts or by creating posts of your own. Posts can share facts about homelessness, provide further information about CSB, announce campaign progress, or share pictures of staff getting involved – it's up to you! You can even share something CSB posted on their page and personalize it by adding your own comment about the campaign.

To increase the impact of your post, make sure to:

- Tag Community Shelter Board
- Use our hashtags – #xitout and #placetocallhome
- Add the campaign link for online donations – csb.org/xitout/

STEP 3: Like, comment, and share others' posts about the campaign to increase awareness. This is a great way to highlight employees' efforts to get involved.

STEP 4: Be creative, have fun, and do what works best for you and your company. You are the expert in your workplace, so follow your instincts and use your own reasons for getting involved with Community Shelter Board as a starting point for your social media posts.


QUESTIONS?

Contact Amber Scott-Mandelbaum, Relationship Coordinator, at asmandelbaum@csb.org or 614-715-2540



SOCIAL MEDIA POSTS

[CLICK HERE TO DOWNLOAD](#)

A woman with long dark hair is shown from the chest up, wearing a dark beanie and a dark jacket. She is holding a large, light-colored teddy bear close to her face, with her eyes closed and a gentle smile, suggesting a sense of comfort and security. The background is a solid dark blue.

**BECAUSE
SHOULD HAVE
TO WORRY
ABOUT WHERE
TO SLEEP
TONIGHT.**

You can help.

csb.org/xitout/

The logo for 'xit out homeless' features the words 'xit out' in a small, sans-serif font above the word 'homeless' in a larger, bold, sans-serif font. Below 'homeless' is the text 'communityshelterboard' in a smaller, lowercase font. The entire logo is crossed out with a large, green 'X' that extends beyond the text on both sides.

xit out
homeless
communityshelterboard

A close-up photograph of a woman holding a baby. The woman's face is partially visible at the top right, and the baby is in the center, looking towards the camera. The image is overlaid with a dark blue filter. The text is in large, bold, white capital letters.

**MORE THAN
WERE
HOMELESS
LAST YEAR
IN OUR
COMMUNITY.**

You can help.

csb.org/xitout/

The logo for 'xit out homeless' features the words 'xit out' in a small font above the word 'homeless' in a large, bold font. Below 'homeless' is the text 'communityshelterboard' in a smaller font. The entire logo is crossed out with a large green 'X'.

**xit out
homeless**
communityshelterboard

**THERE ARE
FACING
HOMELESSNESS
TONIGHT IN OUR
COMMUNITY.**

You can help.


csb.org/xitout/

~~xit out~~
homeless
communityshelterboard



CAMPAIGN POSTERS

[CLICK HERE TO DOWNLOAD](#)



NO CHILD SHOULD HAVE TO WORRY ABOUT WHERE THEY'LL SLEEP TONIGHT.

Homelessness is a harsh reality. When you make a donation to Community Shelter Board, you help a family in need.

Give a child a place to
sleep tonight at
csb.org/xitout/

 it out
homeless
communityshelterboard



hopeless

HOMELESS DOESN'T HAVE TO
MEAN **HOPELESS**

Donate now at

**it out**
homeless
communityshelterboard



hopeless

HOMELESS DOESN'T HAVE TO
MEAN **HOPELESS**

Donate now at

 it out
homeless
communityshelterboard 



helpless

HOMELESS DOESN'T HAVE TO
MEAN **HELPLESS**

Donate now at


communityshelterboard



hopeless

HOMELESS DOESN'T HAVE TO
MEAN **HOPELESS**

Donate now at


communityshelterboard



helpless

HOMELESS DOESN'T HAVE TO
MEAN **HELPLESS**

Donate now at

**it out**
homeless
communityshelterboard

POWERPOINT TEMPLATE

[**CLICK HERE TO DOWNLOAD**](#)

~~it out~~
~~homeless~~
communityshelterboard

TITLE



TITLE



TITLE

TITLE



~~it out~~
homeless
communityshelterboard



~~it out~~
homeless
communityshelterboard

POWERPOINT SAMPLE SLIDES

[CLICK HERE TO DOWNLOAD](#)

~~it out~~
~~homeless~~
communityshelterboard

OUR MISSION

Community Shelter Board leads a coordinated, community effort to make sure everyone has a place to call home.

CSB is the collective impact organization driving strategy, accountability, collaboration, and resources to achieve the best outcomes for people facing homelessness in Columbus and Franklin County.



SHEILA'S STORY

Sheila Prillerman is a proud Columbus native. She attended the Ohio State University and Franklin University, worked for the state of Ohio for nearly a decade, and served her country in the United States Army Reserves for 12 years.

Unfortunately, none of this made Sheila immune to becoming homeless.

After a car accident led to a long hospitalization and a physical disability, the course of Sheila's life was changed. She was unable to advance in active duty and could not perform her job.

With the loss of Sheila's job came the loss of her employment benefits, her medical care, and, ultimately, **her home.**

"I could hardly believe it when I ended up in a homeless shelter. I will never forget that experience... It hit me – it truly can happen to anyone."



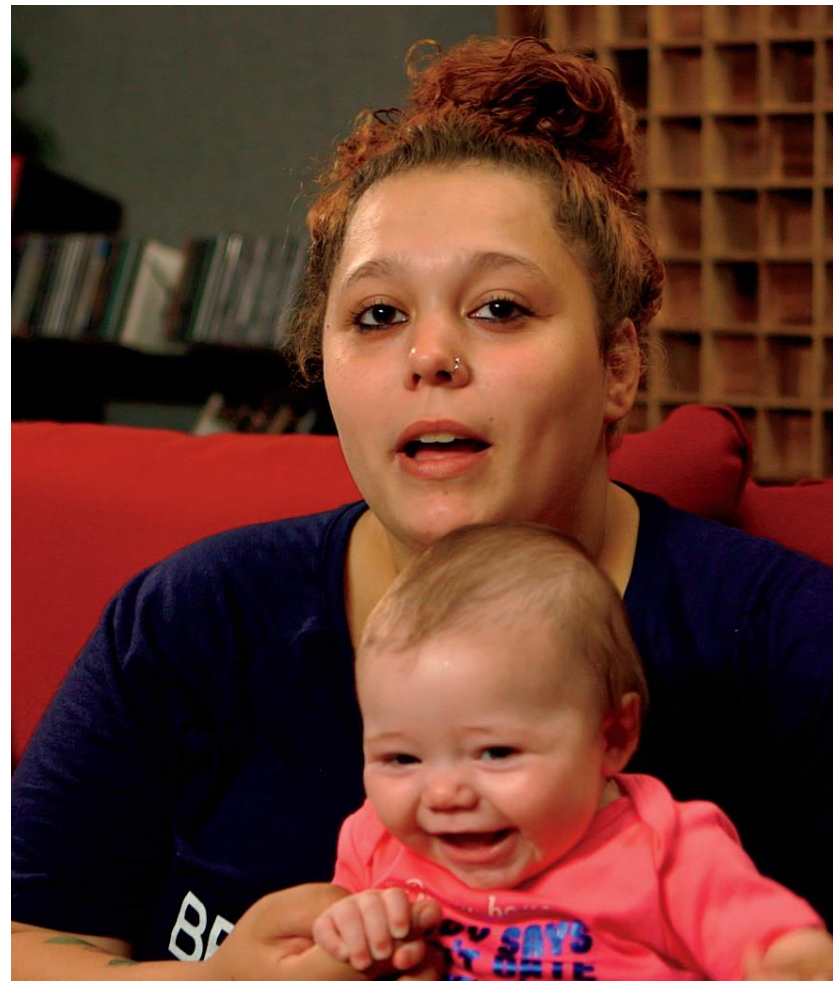
SKYE'S STORY

At the age of 21, Skye and her partner were expecting a baby when their house burnt down just a few days after Christmas. Without family support and nowhere to turn, they ended up living in their truck.


At six months pregnant, Skye was afraid. She felt hopeless, and full of fear for her safety and the health of her baby.

When women like Skye experience homelessness during pregnancy, their babies are at 200% greater risk of premature birth – the leading cause of infant deaths.

Skye found help at Huckleberry House, a program in CSB's network of care. They are helping Skye with safe, decent housing, counseling, and parenting support. Skye is determined to learn the skills she needs to build a life for herself and her daughter. With your support, young people like Skye can have bright futures.



With the support of a compassionate community,
our system of care served more than
12,000 people last year

A person is sleeping on a wooden bench at night. The person is wearing a dark jacket and has their head resting on their arm. The background is dark and blurry, suggesting an outdoor setting. The text is overlaid on the image.

There are
1,800 people
experiencing homelessness
TONIGHT



8,800 people
slept in homeless shelters
LAST YEAR

More than
130 families
will sleep in emergency shelter
TONIGHT

WHO IS HOMELESS?



CHILDREN

2,231



PREGNANT
WOMEN

357



VETERANS

502



YOUTH
AGES 18-24

3,000



SINGLE
MEN & WOMEN

5,199



PROVEN SOLUTIONS

Last year, more than **300 families** on the brink of homelessness who called the homeless hotline were helped to rapidly resolve their crisis and did not become homeless.





PROVEN SOLUTIONS

Last year, more than **500 households** facing homelessness were served by prevention programs.

86% did not become homeless and remained stably housed.



PROVEN SOLUTIONS

Last year, nearly **200 people** who were homeless on the street were rapidly re-housed, bypassing shelter, and going directly from the streets to safe housing.



PROVEN SOLUTIONS

Last year, more than **900 households** in shelter were re-housed and stabilized.





PROVEN SOLUTIONS

Last year, more than **2,000 households** with disabilities that experienced long-term homelessness were housed in specialized, supportive housing – saving costs for jails, emergency room visits, and inpatient hospital stays.



CONNECT WITH US



Community Shelter Board



communityshelterboard



communityshelterbd



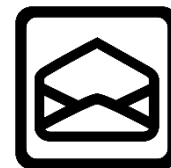
Community Shelter Board



csb.org



Amber Scott-Mandelbaum,
Relationship Coordinator



asmandelbaum@csb.org



614-715-2540



FREQUENTLY ASKED QUESTIONS

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FREQUENTLY ASKED QUESTIONS



ABOUT ASSOCIATE CAMPAIGNS

- What are associate campaigns?
- Are there benefits of running an associate campaign at my workplace?
- How long should the campaign last?
- How can leadership encourage employee participation?

CAMPAIGN COMMUNICATIONS

- Who can I contact at Community Shelter Board if I have questions or need help?
- What is the Campaign Toolkit?
- What does the Campaign Toolkit include?
- How do I promote the campaign on social media?

MAKING A DONATION

- How do I donate to the campaign?
- Are contributions tax-deductible? How will I receive a tax receipt?
- I want to make a gift to Community Shelter Board, but I'd prefer to pay in installments. Is this possible?

MORE WAYS TO GET INVOLVED

- Are there other ways to get involved in addition to making a donation?
- How do I volunteer at Community Shelter Board?
- I want to donate basic-needs items for those facing homelessness. What items are most needed and how do I get them to a shelter or housing program?

ABOUT ASSOCIATE CAMPAIGNS

- **What are associate campaigns?**

Associate campaigns are group-endorsed giving opportunities in which a specific organization and/or organizations receive contributions through an employee-led and employee-coordinated effort.

- **Are there benefits of running an associate campaign at my workplace?**

Yes, there are – and the research thus far shows that they benefit all involved in the effort!

[According to recent research by Josh Bersin](#), a corporate learning advisor at Deloitte, companies considered by their employees and customers to be philanthropic have much higher levels of engagement, retention, and long-term profitability.

Employees don't simply want their company to be philanthropic – they also want their company to provide them with opportunities to make a positive impact through the workplace. [A 2016 study](#) found that 74% of employees find their job more fulfilling when their workplace provides opportunities to give back to the community. In addition, [a 2017 study](#) found that participation in workplace campaigns reduces employee turnover by 57%.

While [this research](#) is true for all employees, it is especially relevant for Millennials, with 83% (compared to the U.S. average of 70%) stating that they are more likely to be loyal to a company who provides them with opportunities to make a positive impact through philanthropy. Retaining Millennial loyalty is especially important when considering that 90% of Millennials state they expect to stay at the same workplace for less than three years.

- **How long should the campaign last?**

Campaigns can run for as short or as long of a time as you desire – whether it be a week, a quarter, a month, or a year. However, we do recommend that you allow enough time for employees to get fully involved and engaged with Community Shelter Board's mission in order to achieve the best results.

- **How can leadership encourage employee participation?**

Employees always enjoy a workplace perk as appreciation for their contribution. Some ideas include: casual Fridays, special parking, paid time off, a gift card, or a group lunch.

CAMPAIGN COMMUNICATIONS

- **Who can I contact at Community Shelter Board if I have questions or need help?**

You can reach out to Amber Scott-Mandelbaum, Relationship Coordinator, before, during, or after the campaign at asmandelbaum@csb.org or 614-715-2540.

- **What is the Campaign Toolkit?**

The purpose of the Campaign Toolkit is to make running the campaign as simple and easy as possible, while also allowing room for creativity and customization. You are welcome to use any, all, or none of the materials in the toolkit – it is completely up to you and what works best for your company.

- **What does the Campaign Toolkit include?**

- Drafted campaign communications
- Promotional graphics
- Educational content
- Social media guide

- **How do I promote the campaign on social media?**

Start by following Community Shelter Board on our social media platforms ([Facebook](#), [LinkedIn](#), [Instagram](#), and [Twitter](#)). Create posts of your own about the campaign, incorporating any of the items in the campaign toolkit – whether it be images, campaign logos, or statistics. You can also share, like, and/or comment on your company’s campaign posts, other colleagues’ campaign posts, or CSB’s posts.

If you have a birthday or special event coming up during the campaign, you can enlist the help of your network of peers through a birthday/anniversary fundraiser on Facebook benefiting CSB. Just let us know about the fundraiser, and we’ll count the money raised toward your company’s total dollars contributed!

To view our social media handles, hashtags, and other tips and tricks, view our Social Media Guide, located in the campaign toolkit.

MAKING A DONATION

- **How do I donate to the campaign?**

Employees can give by:

- Going to the campaign page on Community Shelter Board’s website – csb.org/xitout/
- Texting “xitout” to 41444, followed by your donation amount and your name. (for example, “xitout \$100 Jane Smith”)
- Mailing a check to Community Shelter Board, located at 355 E Campus View Blvd, Suite 250, Columbus, OH 43235.
- Giving cash or a check directly to your workplace’s campaign lead, who can then give the money directly to CSB or write a conglomerate check to CSB at the end of the campaign.
- Lastly, we recommend putting a secured donation jar in a common workplace area to provide a variety of giving opportunities. CSB is happy to provide you with our DipJar – an electronic jar that allows users to “dip” their credit card for a specified dollar amount. Gifts are automatically transferred to CSB’s bank account.

- **Are contributions tax-deductible? How will I receive a tax receipt?**

All gifts are 100% tax-deductible, and all who donate will receive a tax receipt from Community Shelter Board. However, it is important to note that employees who want a tax receipt when making a cash donation should ensure their name and contact information is documented with their gift.

- **I want to make a gift to Community Shelter Board, but I'd prefer to pay in installments. Is this possible?**

Yes! If you choose to make a pledge, you can arrange to pay the entire amount of the pledge at a later time, or pay a certain amount towards your pledge monthly, quarterly, or biannually. Pledges can be fulfilled by check or credit card. To set up a pledge, go to

csb.org/xitout/

Those wanting to give ongoing gifts to Community Shelter Board can also join our monthly donor program. Simply set up a monthly gift online and select the amount you'd like to donate each month and the credit or debit card you'd like to be charged. Your donation will automatically run on your card each month and you'll automatically receive an emailed tax receipt. Your gift can be stopped or paused at any time. To become a monthly donor, go to

csb.org/xitout/

MORE WAYS TO GET INVOLVED

- **Are there other ways to get involved in addition to making a donation?**

Yes! While monetary donations have the greatest impact, we understand that not everyone is able to donate and that others may want to get involved in additional ways alongside their monetary donation. Additional ways to get involved include [promoting the campaign on social media](#), [volunteering at one of Community Shelter Board's partner agencies](#), and organizing a collection drive of most-needed items for those experiencing homelessness.

- **How do I volunteer at Community Shelter Board?**

One of the best ways to see the impact of your gift first-hand is to volunteer at one of Community Shelter Board's partner agencies. CSB has a variety of partners who do a variety of work – whether it be prevention services for families ([Gladden Community House](#)), transitional housing for teens ([Huckleberry House](#)), emergency shelter for families and single adults ([YMCA](#)), permanent supportive housing for veterans ([National Church Residences](#)), and much, much more. Employees can volunteer before, during, or after the workplace campaign individually, with their families/friends, or as a workplace. If desired, workplace volunteer events can be coordinated prior to the launch of the campaign and advertised during the campaign kick-off as prearranged opportunities to get involved. To sign up for a volunteer opportunity, go to csb.org/volunteers/

- **I want to donate basic-needs items for those facing homelessness. What items are most needed and how do I get them to a shelter or housing program?**

Collect items individually or as a workplace, and Community Shelter Board will work with you to pick up the items and distribute them to the CSB partner agencies with the greatest needs. Most-needed items include: socks/undergarments, baby wipes/pull-up diapers, deodorant, razors/shaving cream, toothbrushes/toothpaste, combs/brushes, shampoo/conditioner (for a variety of hair types), twin sized sheets, and bath towels/wash cloths. **Please donate only new/unused items.**