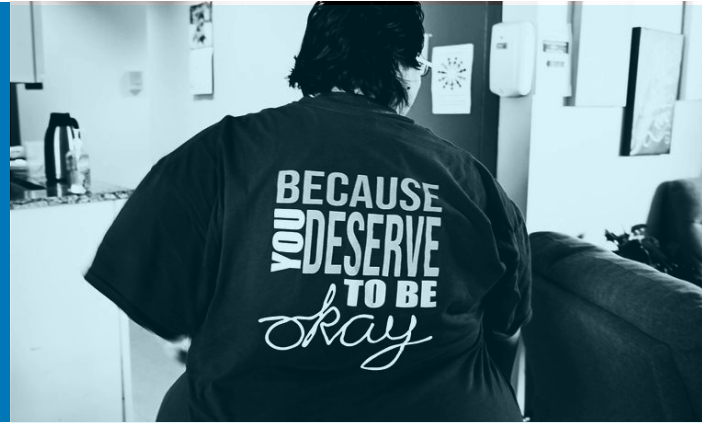




## 2023-2024 Student Guide

## Thank you for supporting Union Mission. Let's get started!

Your participation in Union Mission's Student Outreach and Service Leadership Program helps you earn community service hours for school while completing meaningful volunteer projects through your own individual campaign and storytelling. Your efforts to support Union Mission spread awareness about our programs and help community members end their homelessness. Your contributions will give **hope for today, hope for tomorrow, and hope for the future.**



## How do I get started?

Starting your individual campaign is very easy and will only take you a few minutes to set up.

1. Scan the QR code on the left bottom corner of the page with your phone camera to pull up the campaign landing page.
2. Scroll down and click on the "Student Sign Up" button.
3. Fill out your name, phone number, and email, choose your campaign style and then click "Register Now."
4. From here you will be able to begin personalizing your page or join your schools team! Below are detailed instructions on the two ways you can structure your campaign.

## What do I do next?

Now that your profile has been established, you can customize your page, share updates, and track your donations!

1. Wait for an email with a link to your fundraising page.
2. Use the link at the bottom that says "Edit my page"
3. Upload your photo, set your goal, and write your page message to share why you are supporting Union Mission.
4. Share your campaign page on your social media to start collecting items and donations! Be creative and check out our social media guidelines for ideas on how to make your posts fun and effective!

SCAN QR  
CODE WITH  
YOUR  
PHONE  
CAMERA  
TO GET  
STARTED:



## Ways to Earn Service Hours

Start by asking yourself: What are my goals? How do I want to make an impact? Dream big - you might be surprised how easy this service project can be! The more you work on your campaign, the more hours you'll receive. When you are passionate about something, others will support you and follow in your footsteps. Below are ways in which you can earn community service hours through this program.

### Basic

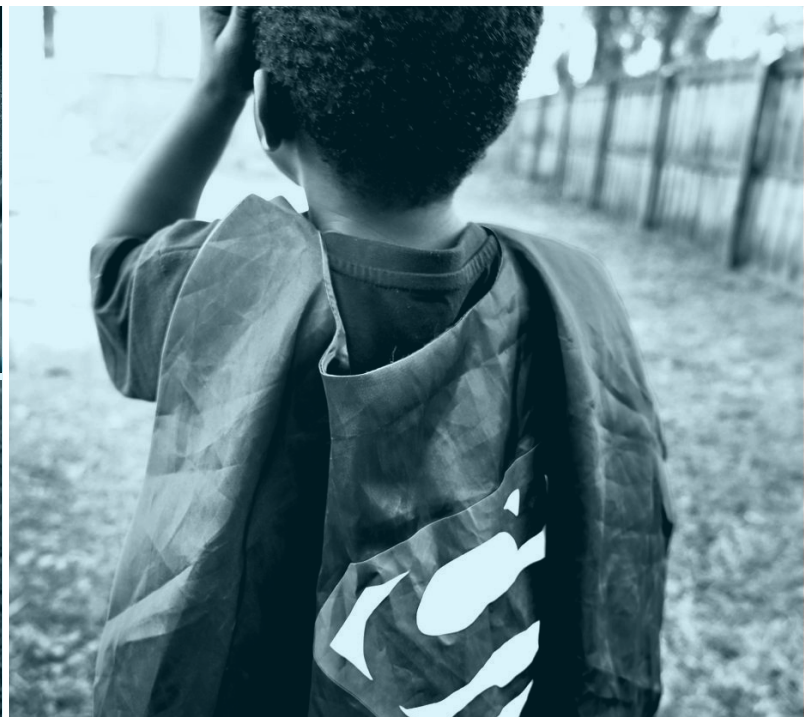
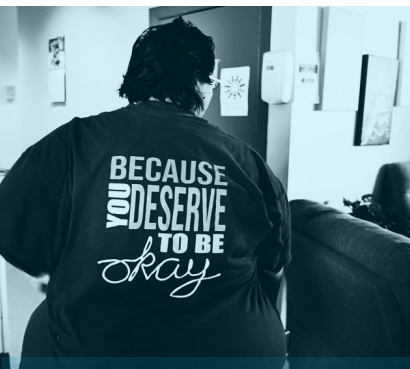
*Start earning your hours by...*

- Setting up your campaign page **(1 hour)**
- Share three times on social media **(1 hour)**
  - Meet your fundraising goal **(1 hour)**
- Thank your donors / supporters **(2 hours)**
- Collect items and drop them off at Union Mission **(3 hours)**

### Advanced

*Earn extra hours by....*

- Every three additional social media posts **(1 hour)**
- Update to your donors / supporters by email **(1 hour)**
- Spend time meeting with a Union Mission client **(2 hours)**
- Volunteer in the Union Mission clothing closet **(2 hours)**
- Write a reflection paper **(3 hours)**



## Item Collection Guidelines

Item donations help support Union Mission clients. By running your own item collection drive, you are helping to make a difference in the lives of unhoused individuals in our community.

### Items You Can Collect

- Toothbrushes
- Deodorant
- Shampoo/Conditioner
- Body Wash/Hand Soap
- Socks
- Multi-Purpose Surface Cleaner
- Paper towels
- Laundry Detergent Pods
- New White Towels
- Bus Passes (monetary donations only)

You may collect physical items and drop them off at Union Mission\* or have your supporters "purchase" your item of choice by donating funds on your campaign page which will be used by Union Mission to buy the designated items.

**\*\*Drop off donations at 125 Fahm Street on Monday-Thursday between 10am-4pm\*\***



## Student Communication Guide

You can use the below schedule as a template for communicating with your potential and existing supporters. However, remember that this is just that - a guide! Use your creativity and come up with ideas for other ways that you can communicate your goals and share updates about your campaign.

### Week One

It is time to get started on your campaign! Once you have set up your campaign page and established your goals, take a look at the list below for next steps. Think of creative ways that you can use storytelling in your campaign to encourage support.

1. Make an initial post to the social media platform of your choice to let your friends and family know about your service project. Try to post several times a week if you can!
2. Ask your friends and family to share your post to their social media to help you reach a larger group of people who can help you.
3. Send an email or a text with your campaign link to friends and family that you have contact information for letting them know about your service project and how they can help you meet your goals.

### Week Two

1. Continue to share updates on your social media with how much you have raised or how many items you have collected. Share why you want to support Union Mission and why you are passionate about helping people end their homelessness. Include statistics about homelessness in our area for extra impact.
2. Be creative! Make a video, a drawing, or a slideshow and share it with your friends and family through your social media and/or email.
3. Update your existing donors and supporters through your campaign page to let them know how your project is progressing and share any special donor thanks.



## Student Communication Guide

### Week Three

You are now at the halfway point of your campaign to support Union Mission! Keep up the great work and continue to interact with existing and potential supporters on social media and via email.

1. Keep posting on your social media and be sure to use the provided hashtags and tag Union Mission in your posts!
2. Send an email or share social media posts that highlight the Text-to-Give function! Donors can text UMission to 71777 to give, or use your special keyword, which is located at the top of your campaign page and consists of UMission followed by a single or multiple number(s).
3. If you have time, begin thanking your existing donors and supporters for their contributions! Doing this on social media may encourage others to support your campaign as well and help you be more successful in meeting your personal goals.

### Week Four

Now is the time to really focus on getting the donations and items that are still needed to meet your goal. Have fun with it and remember that you're making a difference!

1. Let your friends and family know that this is your second to last week and that now is a great time for them to help you support Union Mission!
2. Keep sharing updates and impact statements to your social media, your campaign page, and via email to update existing supporters and catch the attention of new ones.
3. Continue to use creative ways to engage your audience! Making videos about why you support Union Mission and the impact it has on your community and sharing statistics about homelessness are great ways to do this.



## Student Communication Guide

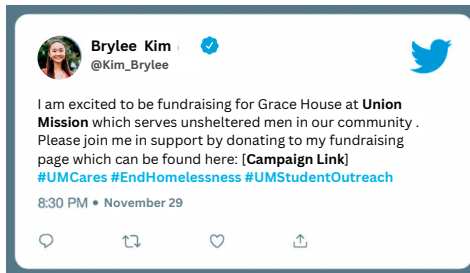
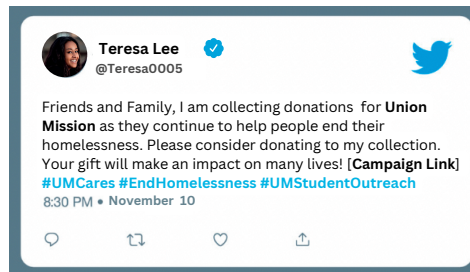
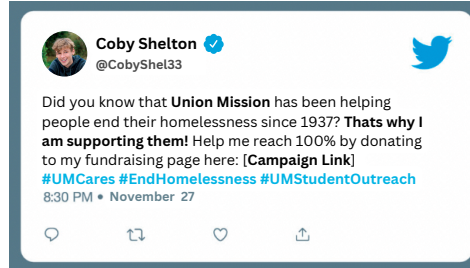
### Final Weeks

You have reached the end of your campaign so be sure to post on your social media and your campaign page frequently so you can meet your goals. You are in the final stretch! Be sure to acknowledge and thank your supporters once your campaign ends, and don't forget to turn in your documentation to Union Mission!

1. November 28th is Giving Tuesday! Giving Tuesday is the Tuesday that follows Thanksgiving in the United States and is often used by nonprofit organizations to encourage donations and volunteerism. This is a great day to be very active on your social media and send emails to existing and potential supporters. Be creative! Encourage your supporters to choose Union Mission this Giving Tuesday in order to help people end their homelessness.
2. Continue to update your donors and ask for support in your campaign in the last few days! Share to your social media, send emails, make a video, share reflections about your experience, etc. Share if you reached or surpassed your goal and the impact their support will make for unhoused individuals in our community.
3. Create a post or video thanking your supporters for the role they played in the campaign.
4. Send out heartfelt messages of gratitude by including thank you letters to your donors using the campaign platform, email, or handwritten notes. Thank them for their contribution and share how donations are being used.
5. Drop off any remaining collected items to Union Mission.
6. Submit screenshots of your social media posts, your total number of completed hours, and the optional paper if you chose to write one.



## Sample Social Media Posts



## Social Media Guidelines

### DO:

- ✓ Use the "Share" buttons on your campaign page
- ✓ Tag @UnionMissionInc on Instagram or @UMISavannah on Facebook in your posts
- ✓ Utilize hashtags for extra views
- ✓ Emphasize the "Text to Give" Option: People can text "UMission" to 71777 to donate!
- ✓ Share why you support Union Mission
- ✓ Be appropriate and remember that you are representing your school and Union Mission
- ✓ Use empathy, compassion, and kind words when describing homelessness

### DON'T:

- ✗ Post the exact same content in multiple places or multiple times
- ✗ Reply to others' posts with duplicate or unsolicited content
- ✗ Make every post an ask
- ✗ Post any derogatory images related to the campaign
- ✗ Forget to thank everyone who supports your campaign

