



# Interfaith Outreach Sleep Out

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# What is the Sleep Out?

The Sleep Out is our community's warmest-hearted cold weather tradition — it's our way to address poverty and work toward our vision of a community where everyone thrives.

For more than two decades, thousands of caring kids and community members have joined this movement to sleep outside in boxes, tents and cars (or donate to those who do) to raise awareness and funds to prevent homelessness and support struggling local families. Through the Sleep Out, our community has prevented homelessness 32,098 times.

One in five families who come to Interfaith Outreach is experiencing a crisis of homelessness. Some are sleeping in their cars. Many others are doubling up with a friend or family member. Stable housing is the foundation of family stability. With a safe place to call home, other dreams become possible.

The funds we raise through the Sleep Out campaign help us address our neighbors' immediate crises and deliver individualized services (in the areas of family support, food, housing and neighborhoods, education and youth, employment, and transportation) that help nearly 2,000 local families each year stabilize, strengthen and thrive.

Thanks for helping give urgently needed hope and help to our neighbors.

## Ways you can help

### DONATE

To make your gift go TWICE as far, donate to the Sleep Out from today **until Nov. 15**. Gifts will be MATCHED up to \$200,000 by some extraordinary donors (visit [iocp.org/donate](https://iocp.org/donate) or send a check).

### SLEEP OUT

Host your own Sleep Out, Bedless Night or fire on the date and place of your choosing (Nov. 10-Dec. 31). Learn how in this toolkit!

### GET SOCIAL

Ask others for their support – share the Sleep Out toolkit at [iocp.org/sleepout](https://iocp.org/sleepout) and keep reading for tips on getting your family, friends, workplaces and faith communities involved, too.



# Campaign Highlights

## THE GOAL

1. To raise awareness **about the increase in suburban poverty and homelessness.**
2. To raise \$2,400,000 to deliver individualized services (in the areas of family support, food, housing and neighborhoods, education and youth, employment, and transportation) that help nearly 2,000 local families each year stabilize, strengthen and thrive.

## 60% of the Twin Cities' poor population now lives in the suburbs

- Suburban and rural poverty in the seven-county metro area rose by 92% from 2000-2013, while it grew 24% in Minneapolis and St. Paul.
- Wilder Research indicates that 14% of people living in our eight-city service area are living in poverty. For a family of four, that's \$25,100 a year, an income level that can scarcely cover even the most basic needs.

## THE NEED

### The real cost of housing in Minnesota

- Housing is foundational to family stability. However, the escalating affordable housing crisis is threatening the well-being of a growing number of our neighbors.
- Housing costs are increasing as vacancy rates decrease, and wages aren't keeping up with the rising housing costs.
- The Department of Health and Human Services defines housing insecurity as paying more than 30% of household income for rent/mortgage. All of the 1,996 families Interfaith Outreach worked with last year were cost-burdened. It is not unusual for Interfaith Outreach families to spend 65-70% of their income on housing.
- Affordable rental units are being converted to market rates, sending an exodus of low-income families into crisis. The number of families experiencing homelessness in our community is on the rise. One in five of the families Interfaith Outreach worked with last year experienced homelessness.

- over -



## Continued... Campaign Highlights

### THE RESPONSE

#### The Sleep Out funds provide almost 40% of the Interfaith Outreach annual budget

- Thanks to the Sleep Out campaign, this community helped nearly 2,000 families meet their emergency needs for food, housing, transportation, child care and medical needs last year.
- When families come to Interfaith Outreach, they are often in crisis or about to lose their housing. We currently help 90 families each month avoid homelessness through rent assistance. Two-thirds of these families need our help one or two times to get over a rough time and back to stable footing. Those needing additional financial assistance work with a case manager on longer-term plans to address more systemic issues.
- The funds we raise through the Sleep Out campaign help us deliver individualized services (in the areas of family support, food, housing and neighborhoods, education and youth, employment, and transportation) that help nearly 2,000 local families each year stabilize, strengthen and thrive.
- Throughout the history of the Sleep Out, our community has helped prevent homelessness 32,098 times.

#### Critical uses of Sleep Out funds

- \$2,718 – average cost of providing services to stabilize and strengthen a family for one year
- \$1,952 – provides employment services for a parent to land a “career job”
- \$929 – allows one child one month of quality early childhood care
- \$799 – keeps a family in their housing for a month
- \$400 – puts tires on a car so a family can get to work and school
- \$214 – offers a utility payment assist that keeps the lights on

#### Interfaith Outreach & Community Partners' Mission

To engage the heart and will of the community to respond to emergency needs and create opportunities for all to thrive.

#### About Us

Interfaith Outreach is a community-based outreach organization with a 39-year history of serving families, children and individuals in eight west suburban Hennepin County communities. The organization channels the efforts of effective cross-sector partnerships to help families overcome systemic and complex barriers that prevent people from thriving.

#### Serving

Hamel, Long Lake, Medicine Lake, Medina, Minnetonka Beach, Orono, Plymouth, Wayzata



## Sleep Out Events & Key Dates

- Sleep Out events kick off on **Saturday, Nov. 10** with the official **Community Sleep Out**, all over town! Join hundreds of community members and pitch a tent or host a Bedless Night as we ignite our collective power to support our struggling neighbors.
- **Thursday, Nov. 15** is the Sleep Out **Give to the Max Bash** at Medina Entertainment Center from 6-9 p.m. (on the biggest giving day of the year in Minnesota). Enjoy live music by local bands Morpheus and PowerTap from 6:30-9 p.m. There is no cover charge, but donations to the Sleep Out campaign are gratefully accepted. Dance the night away, register for amazing door prize drawings, and bring the kids to this family-friendly event. Full bar and food menu available for purchase.
- **Shop with a Purpose on Friday, Dec. 14.** Throughout the community, local retailers and restaurants will donate a percentage of their sales to the Sleep Out. Visit [iocp.org/swap](http://iocp.org/swap) to view their generous offers and plan your last-minute shopping and dining excursions!
- **Nov. 10-Dec. 31:** The Sleep Out is an “all-in” campaign, and we truly need your participation. An effective way to ask others to donate to the Sleep Out is to participate *yourself* and make a personal request to your friends and family to donate to Interfaith Outreach in support of your effort.

Please take a few minutes to create a fundraising email, share your story with your friends and ask them to support the Sleep Out. It is best to send out your email request BEFORE you sleep out to encourage their support of your night in the cold. See page 6 for a sample email, which you are welcome to modify and use for your Sleep Out effort. Be sure to add the following sentence in your email so we can track donations made in your honor:

“Please support my Sleep Out effort by donating at [iocp.org/donate](http://iocp.org/donate). Select ‘The Sleep Out’ from the drop-down menu and enter my name in the Sleep Out box on that page!”



# Sample Email

Dear \_\_\_\_\_: (Note — best to send one-by-one and not as a group email)

Each year, Interfaith Outreach has a Sleep Out campaign to raise awareness of the needs of the struggling families in our community and to raise funds to prevent homelessness. **I will be sleeping outside on (date) in (location).**

**What I love about Interfaith Outreach** is the great work they do: run a food shelf with lots of fresh produce, offer exceptional case management and stay with folks on their journey (whether that is for a few days or many years), provide employment services to help people find and keep jobs, and much more. It's not just what they do that's so inspiring, it's *how* they do it. They do it in **partnership** with nearly 2,000 volunteers, people like me, who put in hours totaling the equivalent of 31 full-time staff people. They do it in partnership with local businesses, school districts and local organizations. They do it by **daring to believe that our community can do what seems impossible**. Through Interfaith Outreach our community sets its sights on the bigger and deeper issues, takes them on and often succeeds. For more about Interfaith Outreach, visit their website: [iocp.org](http://iocp.org).

I don't usually send emails asking for money, but I truly can't resist the energy of this campaign and I know how valuable every dollar is to the work they do. So, would you consider helping me reach **my goal of raising \$XXX through my Sleep Out?**

There is a special period at the beginning of the campaign where supporters of Interfaith Outreach have pooled their donations together to match any other donations during that time. **They have a total of \$200,000 in matching funds for donations made by Nov. 15.** So, your contribution will be **DOUBLED** if you give by then!

**It's easy to donate online at [iocp.org/donate](http://iocp.org/donate).** Just select "The Sleep Out" from the drop-down menu and type my name in the Sleep Out box on that page.

Thank you, friend !!!

P.S. Please consider coming to the Give to the Max bash at Medina Entertainment Center on Nov. 15. We'll be there from 6:30-9 p.m. working on a record high fundraising day for Interfaith Outreach. There will be live music, prizes, snacks and fun. I'd love to celebrate with you there!

Sincerely,

(your name)



# Sleep Out – Past and Present

## Early Inspiration

In 1996, local shoe repairman Bob Fisher took on the personal mission of making an impact in his community. He came up with the idea of a winter sleep out to raise money to buy Thanksgiving dinners for 100 families needing help. Bob set a goal of raising \$7,000 and was committed to sleeping out in his tent until he met that goal. Two weeks later, Bob was back in his own bed, and the client families of Interfaith Outreach & Community Partners received wonderful dinners provided through the \$10,000 Bob had raised. In subsequent discussions between Bob and Interfaith Outreach, Bob became aware that the most pressing need facing our clients was housing. So he resolved to sleep out each year, dedicating the funds he raised to help meet the housing needs of families in our community.

## Expanded Involvement

Over the following years, Bob gathered supporters and partners from every walk of life and helped to transition the Sleep Out from a one-man effort to a campaign embraced by the entire community. During the 22-year history of the Sleep Out, thousands of community members – including churches, businesses and civic groups – have raised more than \$27 million to provide help with the basics like housing, employment, child care, food and transportation. Hundreds have slept out to experience a night in the cold while asking family and friends to support the effort. Each year, Interfaith Outreach is amazed and heartened by the community's ongoing support and compassion for people facing housing crises. Bob Fisher now serves as a mentor and cheerleader for the campaign, while the entire community has assumed the leadership role for its success.

## The Sleep Out 2018

Now in its 23<sup>rd</sup> year, the Sleep Out is our largest fundraising campaign. Our goal is to raise \$2,400,000 to address the needs of nearly 2,000 families in our west suburban local area. Funds raised from the campaign will be used to meet needs in the areas of family support, food, housing and neighborhoods, education and youth, employment, and transportation. With the generous and faithful support of this community, we can help prevent homelessness and meet life's other challenges as we work with struggling families on their path from survive to thrive.

***For more information, visit [iocp.org/sleepout](http://iocp.org/sleepout) or call Lani Willis at 763-489-7704***



## Creative Ways to Get Involved

- Organize a **Sleep Out** — include your family, your neighborhood, your company, your sports team or your faith community. See pages 9-12 for tips.
- Invite family or friends to join you for a **Bedless Night** — see page 13 for details.
- Ask friends to each donate to the Sleep Out ([iocp.org/donate](http://iocp.org/donate)).
- Create a Facebook post with simple facts about the Sleep Out (see pages 3-4 or pages 18-19); ask Facebook friends to share your post. Or consider holding a Facebook fundraiser (it's easy — see page 14)!
- Host a family hot chocolate stand after a service at your church or faith community and ask for a free will donation for the Sleep Out! Hand out donation cards and information.
- Make Sleep Out yard signs and ask neighbors to put them in their yards during Nov. 10-Dec. 31, 2018.
- Host a Sleep Out Slumber Party. Charge admission fee for the warmth of sleeping inside; “sell” use of pillows, blankets, treats, breakfast or other comfort items.
- Make small donation boxes (materials available at Interfaith Outreach) and ask friends to collect change.
- Host a Sleep Out party for your friends or neighbors, and invite LaDonna Hoy, Executive Director, to speak about the work of Interfaith Outreach and the Sleep Out.
- Create a Facebook fundraiser to raise funds and awareness via social media — it's easy! [Learn how.](#)
- Say a prayer for the struggling families in our community each day.
- Take a 30-minute tour of Interfaith Outreach and share what you learn with people you know.
- Do an Interfaith Outreach service project with your friends. Find suggestions on page 17.





# Organizing Your Sleep Out

## How to organize a sleep out

Gather your neighbors and friends for a sleep out and help struggling families in our community. As part of Interfaith Outreach's annual Sleep Out campaign (Nov. 10-Dec. 31), you can play a valuable role in raising awareness about needs in the areas of family support, food, housing and neighborhoods, education and youth, employment, and transportation in our community. Funds raised will help nearly 2,000 struggling families stabilize and strengthen. Below are steps for planning your event and winter camping tips sure to make your sleep out a success!

## Plan your sleep out

We encourage everyone who is sleeping out to schedule it for **Saturday, Nov. 10**. Sleep outs will occur all over town on this one night, and your group will get to be part of the excitement of the larger community movement.

If, however, you have schedule conflicts that night, pick any date from Nov. 10 to Dec. 31, preferably a Friday or Saturday night to accommodate work and school schedules.

1. Pick a location. Flat is good! Consider a nearby park or neighbor's big yard. If you choose a park, please call the Parks and Recreation Department in your city to let them know your plans. Plymouth (Diane Evans, 763-509-5201); Wayzata (952-404-5361); Long Lake (Jeanette Moeller, 952-473-6961 x 1).
2. Put together a flier inviting your neighbors to be a part of this event (see page 12).
3. Mail the flier or drop it off at homes. One week later, follow up with your invited neighbors/friends and answer any questions they might have.
4. Create a Facebook fundraiser to spread the word and ask for support (see page 14).

## Finalize arrangements

1. Borrow tents or ask area merchants for large boxes to accommodate all sleepers.
2. Determine food/refreshments, and decide who will bring what (or if any area merchant will donate the food).
3. If you plan to have a campfire, determine a safe site, wood supply, emergency water buckets, etc.
4. If your group would like a visitor from Interfaith to stop by, email [lwillis@iocp.org](mailto:lwillis@iocp.org) to schedule.



## Continued...Organizing Your Sleep Out

### During/after the Sleep Out

1. Collect funds raised. Cash and checks can be turned into Interfaith Outreach with the name and phone number of the coordinator on the front of the envelope. It's best to turn in any donations by Thursday, Nov. 15 so they can be **DOUBLED** and counted as part of match total! We do accept Sleep Out donations through Dec. 31, 2018. To make your donation go even farther, check to see if your employer will match your donation.
  2. Post pictures, videos or stories from your Sleep Out on Facebook and Twitter and tag Interfaith Outreach! Use the hashtag #SleepOut4families and check out your fellow community members who are also braving the cold. (Find us on Facebook, follow us on Twitter and Instagram — see pages 18-19)
- If you do not have access to social media channels but want to share your photos and stories, email them to Mary Kuhn at [mkuhn@iocp.org](mailto:mkuhn@iocp.org).

### Tent set-up and tips

1. Place a tarp and a layer or two of cardboard directly on the ground before raising your tent. Place a layer of carpet padding (if available) on the bottom of your tent. Always use a pad under your sleeping bag in the winter. An ensulite pad (closed cell foam) or Thermarest camping mattress works better than a regular foam or air mattress. It's not as soft but is much warmer! Many people suggest two pads. Insulating yourself from the ground is more important than insulating from cold air.
2. Do not sleep on a cot. It is much colder than sleeping on the ground.
3. Use a winter weight sleeping bag and don't forget your pillow.
4. Wear a warm hat, preferably wool, all night. It will keep your feet warm too! Wear dry wool socks to bed but avoid the temptation to wear too many layers of clothing or a coat inside your sleeping bag. Your body heat will warm the sleeping bag for you. Cinching up your mummy bag so that only your eyes, nose and mouth are exposed is another way to hold in heat.
5. Don't breathe into your sleeping bag at night. Breathe through a stocking cap or bandana instead. Moisture from your breath will introduce moisture in your sleeping bag and reduce its insulating ability.
6. Put a bottle of warm water in the foot of your sleeping bag. It will keep your feet warm during the night. Be sure it is sealed tight, doesn't leak and is not wet on the outside. You can place it inside a large Ziploc bag if you are unsure of the integrity of the seal.
7. Vent your tent as much as possible at night to reduce condensation on the inside of the tent walls. The few degrees of warmth lost is preferable to having moisture collect inside the tent.



## Continued... Organizing Your Sleep Out

9. Do some mild exercise before getting into your sleeping bag. Jog up and down the street or do some light calisthenics to increase circulation. It will help you to warm up and warm your sleeping bag quicker. DO NOT work up a sweat, as moisture is the enemy of warmth.
10. If you have an equipment failure, get wet or find that your equipment is not adequate, do not hesitate to move back inside and complete the night in your own bed. Better to err on the side of caution than to suffer frostbite or exposure.

### Dressing tips

1. Dress in layers so you can easily adjust your clothes to regulate body moisture and temperature: a liner against your skin (long johns), insulation (fleece) and a waterproof and windproof outer shell.
2. Wool or synthetic materials are much better than cotton, which loses its insulating qualities when it gets wet. Cotton also takes a long time to dry out.
3. Wear boots with waterproof outer shells such as oiled leather or plastic.
4. Protect against heat loss through your head by wearing a wool cap, toboggan, balaclava, etc. Over half of your body heat can be lost through your head. A balaclava helps protect your face and neck from cold and wind. It can also be worn as a toboggan or scarf while sitting around your campfire.
5. Wear wool socks, but don't wear too many pairs. If the blood flow to your feet becomes constricted, your feet will get cold regardless of how many socks you have on. Boot laces that are too tight will constrict the blood flow as well.
6. Make sure your gloves, especially liners, are not too tight so they don't constrict the blood flow and keep your hands from warming up.



## Continued... Organizing Your Sleep Out

*Join your neighbors in a visible sign of support for*

**Interfaith Outreach & Community Partners**

**23rd Annual Sleep Out Campaign**

**Nov. 10 - Dec. 31, 2018**

The campaign raises awareness of the need for housing, employment, child care, food and transportation in our community. Funds raised will help stabilize and strengthen nearly 2,000 local families struggling with low incomes.

I have chosen to support the Sleep Out and the efforts of Interfaith Outreach by organizing a Neighborhood Sleep Out on \_\_\_\_\_.

If you would like to be a part of our Neighborhood Sleep Out, come to a short informational meeting on \_\_\_\_\_ a.m./p.m. at my home: \_\_\_\_\_.

(date)

(address)

If you can't make the meeting, just call me at \_\_\_\_\_ and I will get more detailed information to you. (phone number)

\_\_\_\_\_  
Sleep Out Organizer



# Bedless Night – a new Sleep Out Tradition!

## What:

- A Bedless Night is an indoor alternative to sleeping outside designed to bring families together to explore some of the ways that our neighbors experience homelessness and raise funds to support them.

## Why:

- Of the 1,996 families Interfaith Outreach worked with last year, 429 were experiencing homelessness.
- Many of the people who are experiencing homelessness in the west metro are doubled up with friends or family members or sleeping in their cars. Bedless Night is a way to create awareness of the ways our neighbors experience homelessness and the daily choices they are forced to make.
- This is a great way to push the “pause” button on the holiday frenzy, experience a deep sense of gratitude and empathy, and reflect on how we can share our abundance with our neighbors.

## Who:

- This activity is perfect for families, friends and neighbors. Think of you might turn to if you were experiencing homelessness and needed to double up — invite that person to join you.

## When and How:

- Set a date that works for your family between Nov. 10-Dec. 31.
- Share your intention to raise funds and awareness on social media, and inspire others to do the same! You might even want to create a Facebook fundraiser (see page 14).
- Determine sleeping arrangements: Who will sleep on the floor? On the couch? Is there room for everybody, or does someone need to sleep in their car for the night?
- Download the [Bedless Night Guide](#), then read and discuss the three stories and conversation prompts with your family and friends.
- Make the most of the time together to connect and reflect! Play a game, read or tell stories.
- The following day, reflect on the experience and how it may have differed from your typical routine. Go online together ([iocp.org/donate](https://iocp.org/donate)) to make a one-time gift to the Sleep Out or a monthly/recurring gift to support struggling local families.
- Share your experience on Facebook and tag Interfaith Outreach & Community Partners (see pages 18-19).



# How to Create a Facebook Fundraiser

Facebook makes it so easy to raise money for a cause you believe in!

## To create a Sleep Out fundraiser on Facebook:

1. Log into your Facebook account.
2. Click **Fundraisers** in the left menu of your News Feed.
3. Select **Nonprofit/Charity**.
4. Click **Raise Money**. Note — set your fundraiser deadline as 12/31/18.
5. Select **Interfaith Outreach & Community Partners**.
6. Choose a cover photo and fill in your fundraiser details — download and use our Sleep Out themed cover [photos](#).
7. See pages 3-4 and 18-19 for some ideas and sample messages! NOTE: Write a few lines of why this is important to you personally to give your friends and family extra inspiration.
8. Click **Create**.



# Fire of Discipleship/Fire of Hope

## What:

- Groups, families or individuals sign up for specific time commitments to come together as a community to keep a flame alive for 24 hours (suggested shifts 1-2 hours). This can also be modified to 12 hours.

## Why:

Flame tenders participate for different reasons. Below are some examples:

- Awareness of the needs of families in the community and call to action.
- It is God's calling. The faith-based response of Interfaith Outreach and this community gives faith communities a way to meet this call.
- This activity is not intended to have participants feel the pain of homelessness, but rather to build awareness (focal point), build community and serve as a reminder of the great commandment to Love Thy Neighbor.

## Who:

- Volunteers, faith groups, youth groups, sports teams, individuals, etc.

## How:

- Create a Fire of Hope committee.
- Define a timeline with a special start/close time.
- Make online sign-up available (e.g. Signup Genius, wufoo.com).
- Have special envelopes available for marketing and collecting.
- Have refreshments available for participants e.g. coffee, apple cider, s'mores (marshmallows, graham crackers, roasting sticks, chocolate).



## Continued... Fire of Discipleship/Fire of Hope

### The fire:

The fire area is a social gathering place for fun, getting acquainted, prayer, awareness and information.

- Create a fire area dependent on space available. This could be a portable fire ring or large fire area (check local fire codes).
- One lead person or group/family is needed to tend the flame each hour.
- Provide an alternative seating area inside for those not able to sit outside.

### Marketing:

- Market through all communications avenues: personal invitation, bulletin, newsletter, website, meetings, email, social media, etc.
- Committee members personally contact groups within the faith community to ask them to sign up for a time slot (provide a script for the callers).
- Schedule committee members to sign people up after meetings, services and events.
- Display a large sign-up chart in the gathering space (include the online sign-ups) to show progress. Encourage participants to monitor the chart and intentionally invite people to sign up with singles or small groups to encourage mingling.
- As the date of the event approaches, encourage people to stop by the fire to say “hi” and support your efforts.





## Service Project Suggestions

In addition to holding Sleep Out fundraisers, some groups that host Sleep Outs find it meaningful to engage in a service project that further contributes to a greater awareness and support for local families in need. The following is a list of suggested service projects that would benefit the families that Interfaith Outreach is working with right now:

- Repackage laundry soap for the food shelf
- Pack healthy snack packs to be used by Neighborhood Program's Homework Clubs and SPARKS in Orono
- Make fleece blankets that can be used for the birthday shelf or shared with families as the winter season comes (more at [iocup.org/birthdayshelf](http://iocup.org/birthdayshelf))
- Hold a winter clothing drive (for coats, boots, hats, gloves, etc.)
- Collect items for holiday meals and deliver to the food shelf (list at [iocup.org/donateholidayfood](http://iocup.org/donateholidayfood))
- Put together a "welcome bucket" of cleaning supplies for clients moving to new homes
- Create household first aid kits for clients
- Make "recipes in a jar" for families – i.e., soup in a jar



## Spread the Word!

### — social media tips —

#### Step 1 — Like and Follow. Connect with Interfaith Outreach on social media



/interfaithoutreachcp  
#SleepOut4families



@iocpinterfaith  
#SleepOut4families



@iocpinterfaith  
#SleepOut4families

#### Step 2 — Post, Engage, RSVP, Invite. Spread awareness of events

Post about an event or campaign on your own social media channels. Tag us and any friends who are involved. Like/comment/share our posts! RSVP to events so your friends can see you're attending. Better yet — invite them!

#### Step 3 — Strike a Pose. Everyone loves a good photo! (Take one before it gets dark)

Post photos on your own social media channels of you at Sleep Out events. Mix it up with a smiling pose, a funny pose...or even throw your arms up in the air. Have fun with it! (You know the drill — tag your friends, tag Interfaith Outreach and use #SleepOut4families.) We might re-post, share your photo or retweet you!



## Sample Social Posts

### Facebook



**(Post group photo)** Nothing like bonding with your co-workers overnight in 35 degree weather! Sleeping out with @[tag workplace or co-workers] to move our community together for good. #SleepOut4families @[tag Interfaith Outreach]. You can support me and more than 2,000 local families by giving at [iocp.org/donate](http://iocp.org/donate)!

### Twitter



**(Post photo of your group around a fire)** Grateful for good friends and a warm fire. Help families close to home at [iocp.org/sleepout](http://iocp.org/sleepout)! #SleepOut4families @iocpinterfaith

**(Post photo of your neighborhood's kids during Bedless Night)** Hosting our first Bedless Night with the neighbor kids in support of the @iocpinterfaith Sleep Out. Please support us at [iocp.org/donate](http://iocp.org/donate)! #SleepOut4families

### Instagram



**(Post photo of your group setting up tents or boxes)** Bundling up, pitching tents and warming the hot chocolate for tonight's Sleep Out with @[tag friends] for @iocpinterfaith! #SleepOut4families

**(Post photo of group doing silly faces)** Brrrr! Not even the cold can stop us from having fun! Sleeping out for @iocpinterfaith with @[tag friends] and bringing hope to struggling families in our community at [iocpsleepout.org](http://iocpsleepout.org). #SleepOut4families



## Sleep Out Logo

(Download at [iocp.org/sleepoutresources](http://iocp.org/sleepoutresources))





# Shop With A Purpose

## Local Business Opportunity

This annual event was created in 2009 by The Foursome Men's Apparel and Shoes as a holiday shopping day that benefits families served by Interfaith Outreach. On a designated day in December, each business chooses its own unique way to support the Sleep Out. Your Shop with a Purpose gift to the Sleep Out will break down barriers to housing, jobs, child care, transportation, educational opportunity, food and connection with community life and resources. Last year 33 businesses helped meet the emergency needs of our families. Just as important, they brought focused community attention and support to our neighbors in need.

**Shop with a Purpose will take place on Friday, Dec. 14.** Will you join this great circle of caring businesses in supporting this effort? If so, please think about what promotion/contribution might work for you (generally a percentage of sales or a special Sleep Out sale item works best), and let us know **by Oct. 31** so we can include you in the publicity. Examples of last year's promotions can be found on the list below. **To register and/or learn more, contact Lani Willis at [llwillis@iocp.org](mailto:llwillis@iocp.org) or 763-489-7704.**

### **Interfaith Outreach will provide:**

- Timeline listing promotions and deadlines
- Promotional postcard mailed to 7,000 area residents
- Listing in Wayzata Chamber email and other community forums
- Electronic color pdf flyer to print out as needed
- Posters to display at your place of business on Dec. 14
- Promotions listed on the Interfaith Outreach website
- Interfaith Outreach social media and email newsletter (over 2,600 households)
- Shop with a Purpose Day logo for your communications/promotions
- A window cling for your storefront window