



2019 Sleep Out Toolkit

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What is the Sleep Out?

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

Our community cares about our neighbors and knows we all belong here. That's why, for more than two decades, thousands of people have slept outside in boxes, tents and cars (or donate to those who do) to raise awareness and funds to prevent homelessness and help local families stabilize and strengthen in times of crisis.

We are in the midst of an escalating housing crisis that is threatening the well-being of a growing number of our neighbors. In fact, 1 in 5 of the almost 2,000 families we worked with last year experienced 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. If you can't get housing to work, it's hard to get anything else in life to work.

Keeping a family in their home means they can work through their crisis toward other goals and a thriving future. **Through the Sleep Out, our community has prevented homelessness 33,272 times** through rent assistance alone. But that's not all.

The funds raised through the Sleep Out campaign help Interfaith Outreach 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. Together with this community, we help nearly 2,000 local families each year as they stabilize, strengthen and thrive.

Ways You Can Help

DONATE

To make your gift go TWICE as far, donate by Nov. 14! In memory of longtime Interfaith Outreach supporter and former board member Bill Munsell, his friends and family will match gifts up to \$250,000. (visit iocp.org/sleepout or send a check). Thanks for helping give urgently needed hope and help to our neighbors.

SLEEP OUT

Host your own Sleep Out, Bedless Night or Fire of Hope event on the date and place of your choosing (Nov. 1-Dec. 31). Learn how in this toolkit!

SHARE A MESSAGE OF BELONGING

Share the message "You Belong" by planting a yard sign, then tell your social network why you support the Sleep Out on Give to the Max Day, Nov. 14. Set up a Facebook fundraiser to make it easy for people to and support you and get involved, too. Learn more at iocp.org/youbelong.



2019 Sleep Out Highlights

THE GOALS

1. To raise awareness of local needs caused by the increase in suburban poverty and homelessness.
2. To raise **\$2,600,000** 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.

THE NEED

An unprecedented number of families in poverty and are experiencing homelessness

- 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 \$25,750 a year, an income level that can scarcely cover even the most basic needs.
- The Department of Health and Human Services defines housing insecurity or being cost-burdened, as paying more than 30% of household income for rent/mortgage. All of the 1,943 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.
- According to a report from Minnesota Housing Partnership, the gap between rent and rent is growing. The wage necessary to afford a two-bedroom apartment in Minnesota has jumped by 9% in the last decade. Meanwhile the median renter income declined by 5% from 2000 to 2017, with disproportionately severe impacts on communities of color.
- Affordable rental units are being converted to market rates, sending an exodus of low-income families into crisis. **Housing is foundational to family stability. This escalating housing crisis is threatening the wellbeing of a growing number of our neighbors.**
- One in five families who come to Interfaith Outreach for help is experiencing a crisis of homelessness. Almost half (46%) of these families have children. 47% are doubled up with family/friends, 28% percent are coming to us from a domestic abuse shelter, 7% turn to motels, and the rest are unhoused — sleeping in their cars or outdoors.

- over -



Continued... Sleep Out Highlights

THE RESPONSE

Sleep Out Funds Power Our Community Response

- Past successful all-in community partnerships have made 253 units of affordable rental housing available to low- and moderate-income families and individuals of our community.
- Thanks to the Sleep Out campaign, this community helped nearly 2,000 families meet their emergency needs for food, housing, transportation, child care and so much more 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 the issues contributing to their instability.
- Throughout the past 23 years of the Sleep Out, our community has prevented homelessness 33,272 times through rent assists.

Examples of Sleep Out Dollars At Work

- \$2,908 provides services to stabilize and strengthen a family for a year
- \$1,964 provides employment services for a parent to land a "career job"
- \$1,530 provides a child one month of care in a quality early childhood center
- \$899 prevents homelessness with rent assistance that keeps a family of four in their housing for a month
- \$400 puts tires on a car so a family can get to work or school
- \$259 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 40-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

- **Community Sleep Out | Saturday, Nov. 9** — The Sleep Out begins 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. iocp.org/sleepout2019
- **Fire of Belonging | Saturday, Nov. 9** — Tell our neighbors, "You Belong" by planting a Sleep Out yard sign. Pick yours up between 7-10 p.m. at Interfaith Outreach — we'll have a little treat for you. Learn how you can share a powerful message of belonging on page 14. iocp.org/youbelong
- **Plymouth Lions Waffle Breakfast | Sunday, Nov. 10** — The perfect post-Sleep Out brunch! 8:30 a.m.-12:30 p.m. at the Plymouth Creek Center, 4800 34th Ave N, Plymouth. Tickets are \$8 for adults (kids under 5 are free), and proceeds benefit the Sleep Out.
- **Give to the Max Day | Thursday, Nov. 14** — Make your Sleep Out donation before midnight on Nov. 14 to double your dollars and help us reach the \$1M mark! In memory of long-time Interfaith Outreach supporter and former board member Bill Munsell, his family and friends will match donations up to \$250,000. iocp.org/sleepout
- **Shop with a Purpose | Friday, Dec. 20** — Throughout the community, local retailers and restaurants will donate a percentage of their sales to the Sleep Out. Visit iocp.org/swap to view their generous offers (posted after Nov. 1) and plan your last-minute shopping and dining excursions!
- **Nov. 1-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 (or your bedless night). See page 6 for a sample email, which you can 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/sleepout. Enter my name in the text box on the donation page!"



Sample Email

Dear _____: (Note — it is best to send one-by-one or a few at a time and not as a big 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) in support of their mission.**

What I love about Interfaith Outreach is the great work they do: they 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 years), help stabilize people during a housing crisis, 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 collectively volunteer 62,000 hours each year. They do it in partnership with local businesses, school districts and 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.

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 your dollars go TWICE as far. Supporters of Interfaith Outreach **have \$250,000 in matching funds for donations made by Nov. 14 (Give to the Max Day)**. So, your contribution will be **DOUBLED** if you give by then!

Please support my Sleep Out effort by donating at iocp.org/sleepout. Enter my name in the text box on the donation page!"

Thank you so much!

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 23-year history of the Sleep Out, thousands of community members – including churches, businesses and civic groups – have raised \$30 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 2019

Now in its 24th year, the Sleep Out is our largest fundraising campaign. Our goal is to raise \$2,600,000 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/sleepout2019 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.
- Plant yard signs in your neighborhood from Nov. 1-Dec. 31, 2019, to remind our neighbors “You Belong,” and to inspire community generosity through the Sleep Out. You can pick yours up on Nov. 9 between 7-10 p.m. at the **Fire of Belonging** at Interfaith Outreach.
- Ask friends to each donate to the Sleep Out (iocp.org/sleepout). Tell them, “Please support my Sleep Out effort by donating at iocp.org/sleepout. Enter my name in the text box on the donation page!”
- Create a Facebook post with simple facts about the Sleep Out (see pages 3-4 or pages 19-20); ask Facebook friends to share your post. Or, consider holding a Facebook fundraiser (it’s easy, see page 15)!
- Create a Facebook fundraiser to raise funds and awareness via social media — See page 15 to see how easy it is! Or, click here: [Learn how](#).
- 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.
- Host a Sleep Out Slumber Party. Charge an admission fee for the warmth of sleeping inside; “sell” the 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 a staff person such as LaDonna Hoy, Executive Director, to speak about the work of Interfaith Outreach and the Sleep Out.
- 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 18.



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. 1-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 to make sure your sleep out is a success!

Plan your sleep out

We encourage everyone who is sleeping out to schedule it for **Saturday, Nov. 9**. 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. 1 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 a big back 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 15).

Finalize arrangements

1. Borrow tents or ask area merchants for large boxes to accommodate 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 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 Sleep Out organizer/coordinator on the front of the envelope. It's best to turn in any donations by Thursday, Nov. 14 so they can be **DOUBLED** and counted as part of the match total! We do accept Sleep Out donations through Dec. 31, 2019. 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, Instagram and Twitter and tag Interfaith Outreach! Use the hashtag **#InterfaithYouBelong** 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 19-20)

If you do not have access to social media channels but want to share your photos and stories, email them to Oona Gaarder-Juntti at ogaarder-juntti@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 inside, on the floor or a couch. This turns your Sleep Out experience into a just as important Bedless Night experience (see page 13). And, it is 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

24th Annual Sleep Out Campaign

Nov. 1 - Dec. 31, 2019

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: the Indoor Sleep Out!

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.

Who:

- This activity is perfect for families, friends and neighbors. Think of who 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. 1-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 15).
- 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.
- The following day, reflect on the experience and how it may have differed from your typical routine. Go online together (iocp.org/sleepout) to make a one-time gift to the Sleep Out or a monthly/recurring gift to support struggling local families (iocp.org/donate).
- Share your experience on Facebook and tag Interfaith Outreach & Community Partners (see pages 19-20).

Bedless Night — suggestions for setting your recurring pledge:

- Did you turn off your cable during your Bedless Night experience? If so, consider pledging \$214 to the Sleep Out, the average amount of a utility assist for a struggling family.
- Would a normal family night out be dinner at a restaurant, a movie and snacks? If so, consider donating the amount of a movie night to the Sleep Out. For a family of four, one movie night can be \$120.
- Did you choose to turn down your heat for your Bedless Night? Consider donating the amount you would save on heat if that were your daily choice.



The “You Belong” Experience:

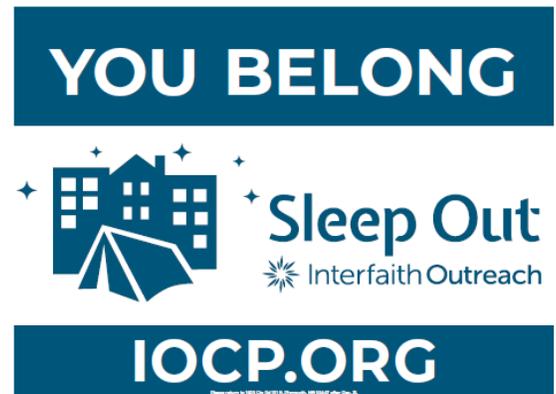
Nov. 1-14, 2019

The Sleep Out prevents homelessness and reminds every member of our community, “You Belong.”

From Nov. 1-14, we want to plant yard signs all over town to signal the Sleep Out has begun and to share a powerful message of belonging with everyone in our community.

“You Belong” means:

- We believe that our neighbors who are experiencing or at risk of homelessness belong in our community.
- We know our community has the heart, will and collective power to keep our neighbors where they belong – in our community. How do we know this? **The Sleep Out has prevented homelessness 33,272 times, and together, we’ve created 253 units of affordable housing in our community.**
- We all belong as participants in the Sleep Out, which powers our community’s ability to respond to our neighbors’ urgent needs and create opportunities for all to thrive.



How to help

- **Plant a yard sign.** Pick up one or many “You Belong” yard signs on **Nov. 9 between 7-10 p.m.** for your family, friends and neighbors at the Fire of Belonging at Interfaith Outreach. You’ll get a treat when you add your location pin to our map! (Can’t make it that night? Contact lwillis@iocp.org to arrange another pickup time.) After you plant your yard sign, take a photo of it. Make it a selfie, or include your family, dog, or whatever you want – get creative! Be sure to tag Interfaith Outreach in your social post and use **#InterfaithYouBelong**. Not on social media? You can also email your “You Belong” photo to Oona at ogaarder-juntti@iocp.org.
- **Donate to the Sleep Out** at iocp.org/sleepout, and/or create a Facebook fundraiser. Every dollar contributes to our community’s ability to help nearly 2,000 families stabilize and strengthen. Go to iocp.org/facebook for tips on creating a Facebook fundraiser — it’s easy!
- **Spread the word.** On Nov. 14, Give to the Max Day, update your profile picture on Facebook with your “You Belong” profile picture and our custom Facebook cover picture frame, and share why YOU support the Sleep Out. Go to iocp.org/youbelong for step-by-step instructions and sample social media posts.



How to Create a Facebook Fundraiser

Facebook makes it so easy to raise money for a cause you believe in! Set up your fundraiser early (between Nov. 1-9) for best results!

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 12/31/19.
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 of this toolkit for some ideas and sample messages! NOTE: Write a few lines about why this is important to you personally to give your friends and family extra inspiration.
8. Click **Create**.
9. Give to the Max Day is Nov. 14, so we would LOVE to get as many fundraising pages up and running before then. A generous donor will match gifts up to \$250,000 received before midnight on Nov. 14. BUT, the Sleep Out doesn't end until Dec. 31. Keep promoting your fundraiser by adding photos of yourself, edit your fundraiser's text, send the fundraiser directly to people in private messages. And remember to thank those who donate! You will be amazed by the wonderful people who support you. Be sure everyone knows they can continue to donate up to Dec. 31 — their gifts will STILL support the Sleep Out.



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 iocp.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 iocp.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
#InterfaithYouBelong



@iocpinterfaith
#InterfaithYouBelong



@iocpinterfaith
#InterfaithYouBelong

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! Use #InterfaithYouBelong

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 #InterfaithYouBelong.) We might re-post, share your photo or retweet you!



Sleep Out / Bedless Night

– social media sample copy –

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. #InterfaithYouBelong @[tag Interfaith Outreach]. You can support me and more than 2,000 local families by giving at iocp.org/sleepout!

(Post a photo during your Bedless Night (inside) or Sleep Out (outside)) I joined the Sleep Out to prevent homelessness locally #InterfaithYouBelong @[tag Interfaith Outreach]. Support my fundraiser and you'll help more than 2,000 local families. Give at iocp.org/sleepout!

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! #InterfaithYouBelong @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/sleepout! #InterfaithYouBelong

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! #InterfaithYouBelong



You Belong Sleep Out Experience

– social media sample copy –



/interfaithoutreachcp
#InterfaithYouBelong



@iocpinterfaith
#InterfaithYouBelong



@iocpinterfaith
#InterfaithYouBelong

(Video post panning the front of your house and “You Belong” sign) Did you see the “You Belong” yard sign outside my house and all over town? Interfaith Outreach and I want our neighbors to see the message “You Belong” everywhere and know they are appreciated! [#InterfaithYouBelong](#) Over the years, The Sleep Out and this community have prevented homelessness 33,272 times. Will you help me reach my goal of raising \$XXX to prevent homelessness? Supporters of Interfaith Outreach will match gifts up to \$250,000 made by Nov. 14 (Give to the Max Day [#GTMD19](#)). Donate at iocp.org/sleepout and enter my name in the text box on the donation page! Thank you!

(Post a photo of yourself holding the “You Belong” sign) I’m standing up tall for my neighbors who are experiencing homelessness with [@\[tag Interfaith Outreach\]](#). We all belong in our community. Making a donation to my Facebook fundraiser sends a message of care to the 1 in 5 families that arrived at Interfaith last year experiencing homelessness. [@\[tag your Facebook fundraiser\]](#) [#InterfaithYouBelong](#)

(Post a photo holding the “You Belong” sign) We all belong in our community. You. Me. Everyone! Go to iocp.org/sleepout to make a donation and send a message of care to the 1 in 5 families that arrived at Interfaith last year experiencing homelessness. [@iocpinterfaith](#) [#InterfaithYouBelong](#)

(Post a boomerang shot of you planting a “You Belong” sign in your yard) Put a stake in the ground! Let everyone know we all belong in this community. Go to iocp.org/youbelong to send a message of care to the 1 in 5 families that arrived at Interfaith last year experiencing homelessness. [@iocpinterfaith](#) [#InterfaithYouBelong](#)

(Create a compelling visual or video of you/friends and explain why the “You Belong” message is meaningful to you) I’m participating in the “You Belong” Sleep Out Experience because I believe we are the strongest when we work together. [#InterfaithYouBelong](#) Interfaith Outreach and the Sleep Out has prevented homelessness 33,272 times. Will you help me reach my goal of raising \$XXX by Nov. 14. Donate at iocp.org/sleepout and enter my name in the text box on the donation page. Thank you!



Sleep Out Logo

(Download at 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, 22 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. 20. 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 Laurie Walker at lwalker@iocp.org or 763-489-7535.**

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. 20
- 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