

wheels4walls

Sleep In for Our House

Ambassador Toolkit



About Wheels4Walls

You can end family homelessness in Atlanta.

Since 1987, supporters like you have partnered with Our House to end the cycle of family homelessness in the Greater Atlanta community. In an effort to bring awareness to family homelessness and engage the community in giving back, Our House created its annual Wheels4Walls Sleep In, hosted during the week of Hunger and Homelessness Awareness Week. Supporters are encouraged to spend one night in their car to raise awareness of children and families without homes, and raise funds to help these families overcome homelessness and achieve lasting self-sufficiency.

For many families experiencing homelessness, their car is their only shelter. To get them out of their car, we have to get you into yours.

The fourth annual Wheels4Walls Sleep In will take place on Saturday, November 13, 2021. This year, to accommodate social distancing guidelines, we are encouraging supporters to sleep in their car, at their home.

Become an Ambassador and make a difference in your community.

Our House partners with Ambassadors to raise a minimum of \$250 for children and families without homes. Ambassadors can set up their individual or team fundraising page and share it with family, friends, co-workers and more to help families in the Greater Atlanta community overcome homelessness. Read on to learn how to set up your Ambassador page.

How to Become an Ambassador

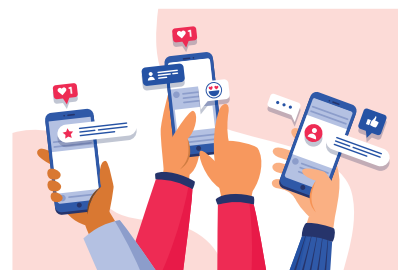
Becoming a Wheels4Walls Ambassador is easy. We provided the steps below to help you set up your personal or team Fundraising Page and start helping vulnerable families in the Greater Atlanta community achieve lasting self-sufficiency.

- 1 Visit <https://w4w.givesmart.com>
- 2 Click “Become an Ambassador” button
- 3 Complete form to create your GiveSmart account
- 4 Name your Fundraising Page
(i.e. Team Home Depot, Girl Scout Troop 1908, St. John’s Church)
- 5 Set your fundraising goal (recommendation \$250 or more)
- 6 Visit your Fundraising Page and edit content as needed
- 7 Request approval in top yellow bar once all edits are made

You will receive an email once your Fundraising Page is approved. Start sharing your link with family, friends, co-workers and more!

Getting Social with Wheels4Walls

To help you share your involvement with Wheels4Walls, we've prepared sample messages, images and dates you can use to get the word out about Wheels4Walls and let your network know how you are giving back this Thanksgiving season.



Email Copy

The following email message samples will announce your involvement with the 2021 Wheels4Walls Sleep In and help your network learn of the good work you are doing this Thanksgiving season. We encourage you to copy and paste the text and replace the highlighted fields with your personal information (i.e., personal fundraising goals, direct link to your fundraising page).

Email Copy

MONDAY, NOVEMBER 1: Announcement



Email

This Thanksgiving season, I've partnered with Our House to serve as a 2021 Wheels4Walls Ambassador! Wheels4Walls encourages supporters to spend one night in their car to raise awareness of family homelessness. During November, Ambassadors will also raise funds for Our House, a nonprofit that provides children and families experiencing homelessness with shelter to live and education to thrive. With all that's going on in the world, I'm doing my part to end family homelessness by raising \$250 for Our House.

I'm reaching out to ask if you can help end family homelessness with me? A donation of \$10, \$25, \$50 or more can help families overcome homelessness once and for all. Thank you for considering a gift. Please [click here](#) to end family homelessness today.

Email Copy

MONDAY, NOVEMBER 15: Mid-Month Update



Email

As some of you know, I've partnered with Our House to serve as a 2021 Wheels4Walls Ambassador. Wheels4Walls encourages supporters to spend one night in their car to raise awareness of family homelessness. During November, Ambassadors will also raise funds for Our House, a nonprofit that helps families experiencing homelessness achieve lasting self-sufficiency. COVID-19 has had a tremendous impact on our world. While many of us are fortunate to have a home to safely shelter in place, many others lack a home of their own.

I'm reaching out to ask if you can help families find a home of their own with me? A donation of \$10, \$25, \$50 or more can help families overcome homelessness once and for all. Thank you for considering a gift. Please [click here](#) to end family homelessness today.

Email Copy

TUESDAY, NOVEMBER 30: #GivingTuesday



Email

This November, I helped move families forward by giving back. As a Wheels4Walls Ambassador for Our House, I was able to raise \$x for children and families experiencing homelessness. I could not have done this without you. Thank you for playing a part in ending family homelessness in the Greater Atlanta community. For those who did not get to donate, today is #GivingTuesday and a great day to partner with Our House to end family homelessness.

Please consider a donation to Our House so even more families can overcome homelessness. You can click here to make a #GivingTuesday donation to Our House today!

Social Media Copy

The following social media post samples will announce your involvement with the 2021 Wheels4Walls Sleep In and help your network learn of the good work you are doing this Thanksgiving season. We encourage you to copy and paste the text and replace the highlighted fields with your personal information (i.e., personal fundraising goals, direct link to your fundraising page).

Social Media Copy

Nov. 1 post: Introduction



Facebook & Instagram



This November, I am ending family homelessness by partnering with Our House to raise awareness and funds for families experiencing homelessness. As a #Wheels4Walls Ambassador I'm taking the challenge to spend one night in my car to raise awareness of family homelessness. I'm also raising \$250 for Our House so families can become self-sufficient. Will you help me reach my goal? A donation of \$10, \$25, \$50 or more can play a part in ending family homelessness in the Greater Atlanta community. Thank you for your consideration. Visit my fundraising page below to make a contribution: [insert link](#)



Twitter

This November, I am ending family homelessness by partnering with @ourhousega to raise funds for families experiencing homelessness. Visit my #Wheels4Walls fundraising page to make a contribution: [insert link](#)



Social Media Copy

Nov. 10 post: Housing Post



Facebook & Instagram



As the weather gets cooler, one of the things I am grateful for is having a home to safely shelter in place. But for some children and families in Atlanta, that is not an option. This November, I am helping families find a home by partnering with Our House to serve as a #Wheels4Walls Ambassador. Throughout this month, I am raising funds to make sure children and families can safely shelter in place. Will you make a contribution today? A donation of \$10, \$25, \$50 or more can help families find a permanent home of their home. Thank you for your consideration. Visit my fundraising page below to make a contribution: [insert link](#)



Twitter

This November, I am helping families find a home by partnering with @ourhousega to raise funds for families experiencing homelessness. Visit my #Wheels4Walls fundraising page to make a contribution: [insert link](#)



Social Media Copy

Nov. 13 post: Sleep In



Facebook & Instagram

For many families experiencing homelessness, their car is their only shelter.

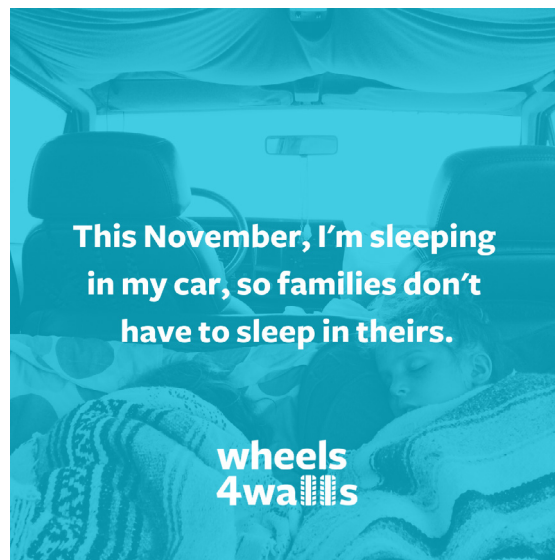


Tonight, I'm sleeping in my car so families don't have to sleep in theirs. My hopes are to raise awareness of family homelessness in Atlanta. Join me and others who are taking the challenge this evening by following the hashtag #Wheels4Walls on Facebook, Twitter and Instagram. You can also make a donation of \$10, \$25, \$50 or more to get families out of their cars and into a home. Thank you for your consideration. Visit my fundraising page below to make a contribution: [insert link](#)



Twitter

Tonight, I'm sleeping in my car for @ourhousega so families experience homelessness don't have to sleep in theirs. Visit my #Wheels4Walls fundraising page to make a contribution: [insert link](#)



Social Media Copy

Nov. 24 post



Facebook & Instagram

Tomorrow is #Thanksgiving, and while many of us are preparing for a delicious dinner with family, there are others in our community that may not know where their next meal is coming from. This November, I'm making sure families don't go hungry by partnering with Our House as a #Wheels4Walls Ambassador. A donation of \$10, \$25, \$50 or more can help families feed a family for Thanksgiving and beyond. Thank you for your consideration. Visit my fundraising page below to make a contribution: [insert link](#)



Twitter

This November, I'm making sure families don't go hungry by partnering with @ourhousega to raise funds for families experiencing homelessness. Visit my #Wheels4Walls fundraising page to make a contribution: [insert link](#)



Social Media Copy

Nov. 30 post



Facebook & Instagram



This November, I helped move families forward by giving back. As a #Wheels4Walls Ambassador for Our House I was able to raise \$x for children and families experiencing homelessness. This could not have been done without you. Thank you for playing a part in ending family homelessness. If you didn't have a chance to give, please consider a donation to Our House this #GivingTuesday. Your support will purchase diapers, formula or food for children and families in need. [Insert OH link](#)



Twitter

This past November, I helped move families forward by giving back. Thanks to you, I raised \$x for @ourhousega. If you didn't get a chance to support, please consider a #GivingTuesday donation today: [insert OH link](#)

