



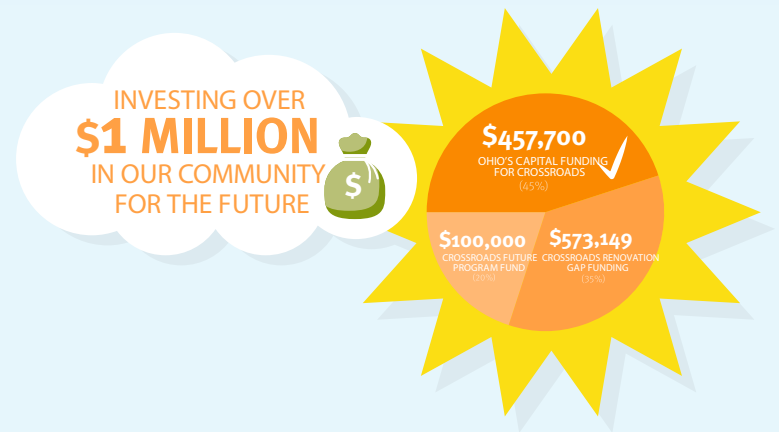
## So you want to be a Groundbreaker?

Ideas for helping with the Crossroads Community Campaign

Becoming a Community Groundbreaker is easy.

Groundbreakers can drive the community forward. This could be you! Here are some ideas to **host a private fundraising event**, to **take a behind the scenes tour**, or to **host a community collection**.

These are all groundbreaking ways to help our community thrive. No matter which idea you choose, you can make a difference in our community. After all, you are what makes the community of Sandusky more vibrant.



### Inside Your Groundbreaker Kit:

#### An Event to Remember!

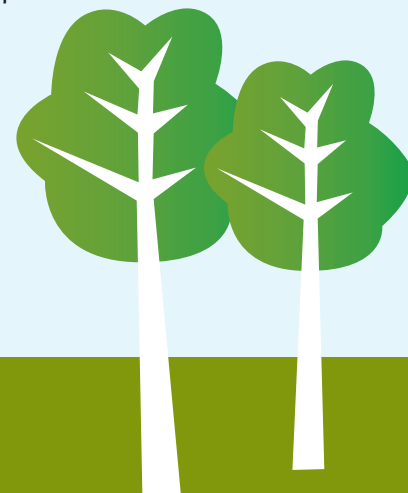
Your one-page idea starter to help you be the best host ever!

#### Take a Tour!

Go behind the scenes of the Crossroads Shelter and construction. A tour for one, or hosting a tour for two or more is just the ticket to helping, with understanding and compassion.

#### Collect it!

Another great way to help the Crossroads Shelter is to provide the needed supplies for people who need Crossroads and for those that leave Crossroads and begin their journey home. A housewarming kit, linens, or food can make all the difference for your neighbors.





## Make it the best event ever!

Host your own private fundraiser for your crowd

### Plan, Invite, Ask, Thank

Yes, just four simple steps.

#### Plan

- ◆ Set the date and choose your location.
- ◆ Plan your refreshments.
- ◆ Who's coming? Build your invitation list.
- ◆ Set a fundraising goal for your event.
  - Establishing a realistic, but challenging goal helps guide your guests toward their gift amount too.
- ◆ Let us know you are hosting an event. We'll give you all the talking points and paperwork you need.

#### Invite

Send out your invitations. They can be on paper, via phone, through email, or even through your social media accounts. Do what works best for you. Remember to request RSVPs, for your own peace of mind.

#### Ask

Don't worry. YOU are the best resource YOU have. Remember, we have the rest. Once you review your talking points (that we provide for you), you will be able to talk freely about the Crossroads Community Campaign. Here's the best fundraising tip we can give you:

**Your friends want to hear why Crossroads is important to you.**

Yes, that's what they want to hear. We will give you lots of facts and numbers, but the most important thing you can say is how YOU feel. It makes the asking part much easier. So, once you share your story, details about Crossroads, and talk about the project, you are ready to ask for their help. We also suggest that you let your guests know that you made a commitment, and challenge them to make their best gift.

#### Thank

Don't forget to send personal thank you notes to all of your guests after the event.

That's it! Just four simple steps.  
We'll handle the rest.





## Take a Tour

We know you love Crossroads, so share the love!

### A Tour for YOU

We know you want to take a peek at the work already going at Crossroads. Here's your chance. Schedule some time with us for your own personal tour.

Private Tours are available upon request with one week notice.

Tours can take place Monday - Friday, from 9:00 am to 4:00 pm

Call or email Becky to arrange your tour: 419-482-1620; [becky.carlino@voago.org](mailto:becky.carlino@voago.org)

Drop-In Tours are available on Fridays at 3:00 pm. Reservations are preferred.

Call or email Becky to reserve your spot on a tour: 419-482-1620; [becky.carlino@voago.org](mailto:becky.carlino@voago.org)

### A Tour for THEM

If you are already familiar with Crossroads, and have given a gift to support the Community Campaign, AND want to share your passion with your friends, co-workers, or family ... host a tour. Here is how it works.

#### Select a Date & Invite Your Tourists

- ◆ Contact us to schedule your private group tour. Tour size is limited to 8 people per tour.
- ◆ Tours can take place Monday - Friday, from 9:00 am to 4:00 pm
- ◆ Call or email Becky: 419-482-1620; [becky.carlino@voago.org](mailto:becky.carlino@voago.org), for arrangements.

#### Ask for your Tourists' Help

- ◆ Don't worry. YOU are the best resource YOU have.
- ◆ After we lead the tour, take a moment with your tourists to gather feedback.
- ◆ Let them know why Crossroads is important to you.
- ◆ Really, that's what they want to hear.
- ◆ Then let them know you are helping financially, and ask them to help too.
- ◆ Pass out the donor packets (letter and form) to your tourists.
- ◆ Ask them to make a gift (right on the spot, or take the paperwork home).

#### Thank

Don't forget to send personal thank you notes to all of your tourists.

**That's it!**

**We'll handle the rest.**





## Collect it!

We need stuff, yes we do . . .

### What to collect

As we move into the summer months our supplies are really low. What supplies? Food for our Food Pantry, personal hygiene items, housewarming items, and even toilet paper. Here is a quick list of all of the items you can collect to help your neighbor. You can collect a few, a ton of one, or a selection of items from the lists and categories below.

### Who can help you?

You can strike out on your own and collect items, OR, you can rally together your friends, family, or a company to secure a selection of items below. Any way you choose, it is your choice, and it will help.

### Personal Hygiene Items

We plan on having clean updated showers, but we need your help to provide these hygiene items:

Disposable razors, Shaving cream, Non-aerosol deodorant, Bar soap, Shampoo, Conditioner, Combs, Toothbrush and paste, Body lotion, Feminine hygiene items

### Housewarming Items

They need help starting off in their new home. These items will do the trick:

Trash can, Broom and Dust pan, Dish washing liquid, Shower curtain with curtain rings, All purpose cleaner and sponges, and Hand soap

### Bedding & Linens for the Shelter

Twin size sheets and comforters, and towels and washcloths are always needed at the shelter. (We only ask that you go for color and pattern!)

### Stock the Food Pantry

Here is a list of our most needed items for the Crossroads Food Pantry:

Meals in a can (stew, chili, soup), Tuna and canned meat, Canned or dried beans, Peanut butter, Canned nuts, Low-sugar cereals and oatmeal, 100% fruit juices, Canned and Dried fruits, Canned vegetables, Jelly and jam, Powdered milk, Rice and pastas, Granola bars, Flour, Infant formula, Baby food vegetables and fruit

### Toilet Paper Day, Saturday, August 26, 2017

This is a day to collect for! Roll out the help and join in August. We need you to collect as much toilet paper, cleaning supplies, and paper towels as you can. Call 419-482-1620 or email [becky.carlino@voago.org](mailto:becky.carlino@voago.org) for details.

