

Sponsorship Ask Resources

2022 Beacon of Hope Virtual Fundraiser
October 25th, 12:30pm – 1pm



Generic Email Template

(Best for HR Managers, ERG leads, Missions Committee POC, and Other Decision Makers)

Dear _____,

I support a local organization called Second Story based in Fairfax County. Their mission is to help young people and families who are in crisis by providing safe havens and opportunities to guide them toward self-sufficiency. They step in at critical moments and provide youth with housing, life skills training, and access to basic resources like food—all with the goal of helping them write their second stories.

It has come to my attention that Second Story is hosting their annual fundraiser on October 25th. They are reaching out to supporters, like me, to help secure sponsorship funding ahead of the virtual event. 100% of what they raise will go toward supporting their programs, and as an employee/member of _____, I would like to ask for your consideration in partnering with Second Story.

I am forwarding the sponsorship details that I received. If you have any questions, you can reach out to me, or Alex Villegas at Second Story. Alex can be reached at avillegas@second-story.org.



www.second-story.org/give-boh2022/ 🔍

For more support, contact Alex Villegas at avillegas@second-story.org



@secondstoryorg



@secondstoryorg



@secondstoryorg



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Second Story is a 501(c)(3) not-for-profit organization.

Legal Name: The Abused and Homeless Children's Refuge – DBA Second Story

EIN: 54-0899463

Address: P.O. Box 694, Dunn Loring, VA. 22027

Website: www.second-story.org



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Why Our Support Matters

Group organizations

- Organizations like ours have a responsibility to the communities where we live, work, and worship. Second Story is a trusted organization that helps local young people and families in crisis by providing safe havens and opportunities to guide them toward self-sufficiency. This kind of work makes our entire community stronger.
- Community members/Employees/Members want to make a difference in our communities but don't always know where to start. By supporting Second Story, we're providing them with a pathway to support a trusted organization that's been working in our community for more than fifty years and has already assisted more than 50,000 young people.
- Depending on the level of support we choose, some options include opportunities to learn more and volunteer. Volunteering can strengthen the group dynamic and increase member satisfaction or retention. Educating your group on local issues can promote deeper community engagement and connectedness.
- Research shows that retention is higher at organizations that play an active role in their communities. The 2019 Job Seeker Survey showed that three-fourths of workers think it's important to work for a company that gives to charitable causes and supports the local community. Workers under the age of 40 believe community support by their employer is especially important.
- Hosting a watch party for the virtual event will encourage group engagement, participation, and help our members/employees understand the true impact of giving.

With Friends and Family

- Community members want to make a difference in our communities but don't always know where to start. Second Story is a trusted organization that's been working in our community for more than fifty years and has already assisted more than 50,000 young people.
- Second Story provides a pathway to establish a deeper connection to our community. Depending on the level of support, there are opportunities to learn and volunteer. There are opportunities to learn more about the specific challenges our community faces and then volunteer with an organization that works on the ground every day helping to make a difference.
- Supporting the virtual fundraiser provides the opportunity to host a watch party for friends, families, neighbors, and colleagues to help spread the word about the challenges our community faces and how we all can help.

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