

Unity FOR Life

To Benefit Lifehouse Maternity Home

Supporter Toolkit

 **Lifehouse**
Maternity Home



What is Unity for Life?

Unity for Life began as a benefit dinner for Lifehouse Maternity Home a few years after Lifehouse opened its doors in 2008. Speakers, dinner, testimony, and even theater, all to help raise financial support for Lifehouse.

After a year hiatus, plans for a 2020 Unity for Life breakfast were being made when the pandemic struck, putting our plans on hold for two years. Now, for 2022, Lifehouse is pivoting to a virtual Unity for Life event, bringing back the testimonies and stories of success in a safe, online format. We hope you will join us!

On **Wednesday, May 18 and Thursday, May 19**, Lifehouse will share a mix of stories, donor recognition, volunteer highlights and much more. **We are asking our supporters (that's you!) to share those stories and add their own.** We are also offering the opportunity for supporters and their friends to set personal fundraising goals and make donations to support the lives at Lifehouse.



Images from past Unity for Life events.

How to Have the Greatest Impact

Our Goal
\$50,000

“A generous person will prosper; whoever refreshes others will be refreshed.”

Proverbs 11:25

Pray about what you can do to help us achieve our goal of raising **\$50,000** during Unity for Life. You can have the most impact by engaging in “peer-to-peer fundraising.” To set up a peer-to-peer fundraiser, access our online platform to create your fundraising page, tell the people in your networks about how you are personally connected to Lifehouse, and share your fundraising page with them. Remember that you are not asking your friends for money: You are giving them the opportunity to live out their faith by being the hands and feet of Christ.

We’re using an online platform called GiveGab to make donating and setting up fundraising pages as simple as possible. If you have ever participated in Give for Good Louisville through the Community Foundation of Louisville, our GiveGab page for Unity for Life will look very familiar! You can access our Unity for Life campaign page at givegab.com/campaigns/unityforlife

By supporting Lifehouse, you are offering moms and babies abundant life now, and introducing them to Jesus Christ, who will give them eternal life in the future.

Between Now and 5/18

- 1. Set up your fundraising page, or contact us for help in creating one.** Visit givegab.com/campaigns/unityforlife to create your personal fundraising page that you can share with your friends, family, and others in your circle. If you’ve never created a GiveGab profile before, you will be prompted to register.* After logging in, you will see options to customize your page by setting your personal fundraising goal, adding a personalized message, and setting up a thank-you message that your donors will receive.

If you need help creating a fundraising page or if you need one created for you, we can email you a link or create one for you. If you want mailable hard copy donation envelopes for donors interested in giving offline, please call us at 502-897-1655.

- 2. Compile a list of friends, family, and others in your circle you’ll invite to participate.** Unlike events where you sponsor a table, the Unity for Life virtual event is like inviting your friends and family to dinner, without the cost of buying them dinner. Once your fundraising page is created, you’ll be ready to send your site’s link to your network. See the back of this toolkit to help you create your list and decide how you will contact each person.

Between 5/18 and 5/19

- 3. Share your Lifehouse story with your peer network, along with a link to your donation page.** See the next section of this toolkit for questions that will help you frame your messaging, and for sample messages you can share on social media and email.
- 4. Share Lifehouse Unity for Life content on social media and email.** We will be posting on our Facebook (Lifehouse Maternity Home), Twitter (@LifehouseLv1), and Instagram (@lifehouiselouisville) pages, and we will send out emails as well. Share with and forward the content to your networks!

You’ll always have the option to make your donation anonymously, even on your personal fundraiser page. If you’d like to donate from your donor advised fund or add a major gift to be used anonymously for a matching challenge, please call us at 502-897-1655.

**Your personal information is never shared outside of Lifehouse. You will not be spammed with emails, and you can unsubscribe at any time.*

Messages

Below are a few sample messages you can customize and send to spread the word about Unity for Life!

Email from individual to individual (with your donation link):

Hi (Name),

You may know that I'm involved with a pro-life nonprofit called Lifehouse Maternity Home, which does meaningful work to help pregnant and parenting women who have experienced crisis situations find hope and healing. Lifehouse has helped hundreds of vulnerable women's lives be blessed by enabling them to overcome their trauma, and lead self-sufficient lives for themselves and their babies. (Insert a bit of your Lifehouse Story.)

I'm writing you because Lifehouse is doing a big fundraiser right now called Unity for Life, and when I thought of who I know who might want to join me in helping Lifehouse, I thought of you! I've created a personal fundraiser that I hope you'll support if you are able. You can find that here: (your personalized link)

If you can't make a difference in the whole world, you can make a difference in the lives of one mom and her child. Please share the link with anyone you think might feel moved to give.

Thanks for the support,

(Your Name)

Email from organization to members/employees (with donation link):

Team,

One of the best things about being involved with (organization) is our commitment to strengthening our communities. I'm proud that we make such significant investments in our area's nonprofits.

Today I'm writing to invite you to participate in a local charity campaign from one of our partners that I hope you'll be interested in supporting.

Lifehouse Maternity Home does meaningful work to help pregnant and parenting women and teens in crisis find hope and healing. Lifehouse has helped hundreds of vulnerable women's lives be blessed by enabling them to overcome their trauma, and lead self-sufficient lives for themselves and their babies.

If you're able, please consider making a gift in honor of (organization) by following this link: (your personalized link)

Thanks for considering a gift. I'm happy to put you in touch with Lifehouse if you have any questions.

(Your Name)

What's Your Lifehouse Story?

By brainstorming your personal answers to these three questions, you'll have a great story about your involvement with Lifehouse to share on your peer-to-peer fundraising page, on your social media, or in email messages!

1. **When/how did you know you wanted to be involved with Lifehouse?**
2. **How is Lifehouse meaningful to you?**
3. **What is the best moment you've had with Lifehouse?**

"A gift opens the way and ushers the giver into the presence of the great."

Proverbs 18:16



Social media post from individual:

100% of pregnant women who come into Lifehouse Maternity Home are considered to be homeless and have an at-risk pregnancy. I'm doing my best to support Lifehouse, a nonprofit that is helping pregnant women who have histories of addictions, homelessness, incarceration, abuse, mental health issues, human trafficking, and more. Stories from the women Lifehouse has helped have shown me that Lifehouse is making a difference in our community: givegab.com/campaigns/unityforlife

Social media post from organization/sponsor:

(Organization) cares about our Louisville community, and one organization that is helping to make women's lives brighter: Lifehouse Maternity Home. Lifehouse provides a safe home, food, and lifetime support for women who have at-risk pregnancies due to physical conditions and life trauma, helping them become the best moms, employees, community members, and Christ-followers they can be. Join us in supporting Lifehouse here to make a difference in the lives of moms and babies: givegab.com/campaigns/unityforlife

Why Support Lifehouse Maternity Home?

The mission of Lifehouse is to provide wrap-around support for pregnant and parenting women and teens for up to four years; addressing physical, emotional, spiritual and intellectual needs to provide healing and hope. We not only provide a safe home, food, and clothing; we also introduce our residents to Jesus Christ.

Overcoming Barriers

So much has changed in our world and with the women Lifehouse serves. Our residents come with histories of abuse, neglect, domestic violence, trafficking, addiction, incarceration, foster care, self-harm, and other trauma. These circumstances alone are overwhelming. Add an unexpected pregnancy to the mix, and the situation becomes a crisis.

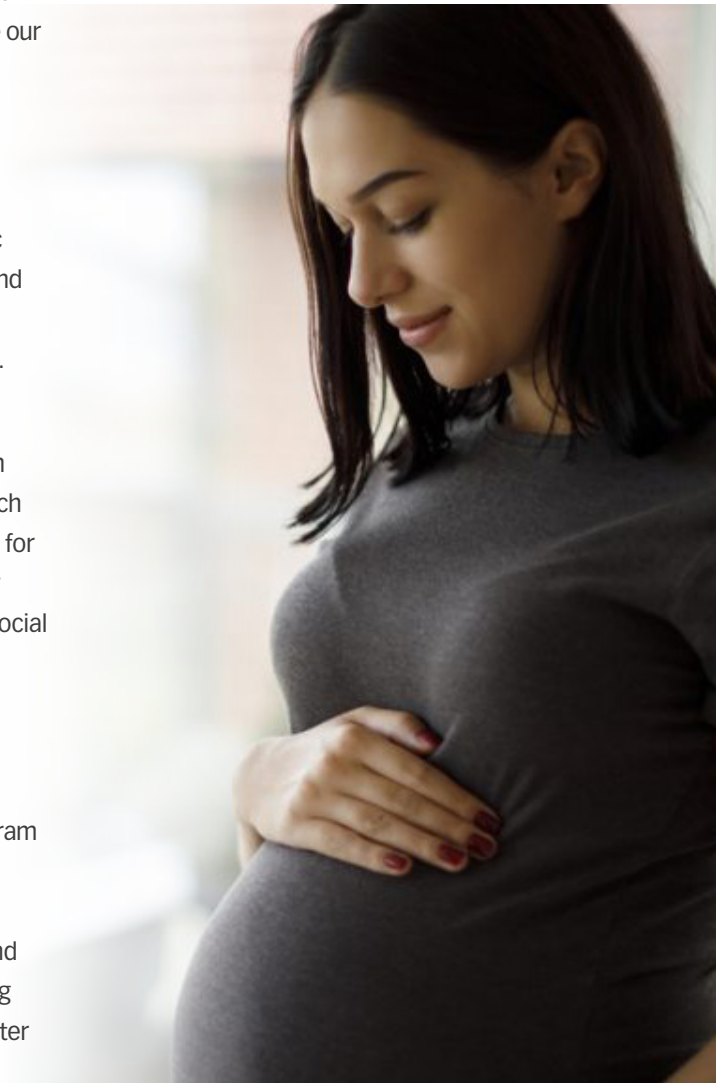
The pandemic has led to limited housing options, mental health breakdowns, loss of employment and childcare, lack of transportation options, restricted access to healthcare, and nearly impossible to reach social services. Throughout this time, Lifehouse has been a safety net for residents – providing a safe, healthy home; food; clothing; emergency childcare; transportation to services; case management to navigate social programs; connection to therapists; job readiness assistance; and so much more.

Changing & Saving Lives

In 2020, we formalized our program into “Lifepath,” a three-part program designed to walk residents through pregnancy, childbirth, infancy, toddlerhood, life-skills and relationships while transitioning to greater independence and self-support. Each step is based in Biblical truth and Christ’s love. In 2021, we began reaching out to our alumnae, ensuring that they know Lifehouse is for LIFE, and a resource for them, no matter where they are in their journey.

Lifehouse transforms lives, helping residents overcome trauma, build life skills, and work their way towards sustainable stability. Lifehouse is staffed 24/7/365 days of the year. Our five full-time programming staff and over a dozen House Moms work every day to help our residents grow, develop, and become the best moms they can be.

We want you to partner with us in changing and saving lives!



Who to Invite?

If you are setting up a peer-to-peer fundraiser or want to share about Lifehouse with others during Unity for Life, here are some suggestions of who to consider:

- Family and friends who share a passion for life, women, babies, or those experiencing trauma
- Your church, small group or Sunday School class
- Your Christmas card list
- Co-workers; consider a workplace challenge!
- Professional organization or networking groups of which you are a member
- High school or college friends

My invite list:

	Call	Text	Email	Social Media
1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



“Everything is possible for one who believes.”

Mark 9:23

Thank you for believing in and being the arms that raise up these young women and their children.

If you need help with setting up a fundraiser, have questions, or want to share your plans for Unity for Life, please contact us at 502-897-1655, or email:

Dolli Neikirk, Executive Director
dneikirk@lifehouzelouisville.org

Kristin Kennedy, Donor Development Manager
kkennedy@lifehouzelouisville.org