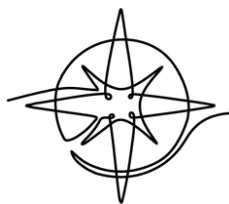




# **YOUR #RURALSTRONG FUNDRAISING GUIDE**



**truenorth**

# Let's Raise Some Hope

Thank you for joining the #RuralStrong campaign! By starting a personal fundraising page, you're helping build safe, affordable housing for families escaping violence in Wheatland County. Plus, Superior Feed matches every dollar you raise, so your impact goes twice as far!

## Campaign Timeline

Campaign runs: August 22 to September 6

Community BBQ: September 6 at 251 Brent Blvd, Strathmore, AB, and you're invited!

## Here's how to make the most of your fundraiser:

### Step 1: Set Up Your Page

- Use your name and a short personal message (we've written one to get you started)
- Set your goal (ask 10 people for \$10, \$100–\$200 is a great start)
- Grab your fundraising link and save it, you'll use it often

### Step 2: Ask Your People

You don't need a huge network, just a few people who care.

- Email or text 10 friends, family, or coworkers (see sample messages)
- Post on social media with your personal link (download sample posts too!)

### Step 3: Share, Share, Share

- Post 2–3 times during the campaign (especially at the beginning and end)
- Share a photo, your personal reason for giving, and your link
- Tag @TrueNorthAB
- Use #RuralStrongcom anytime.

### Need Anything?

Email [joannet@truenorthab.com](mailto:joannet@truenorthab.com) anytime.

**Thanks for fundraising. Thanks for showing up.  
Thanks for being #RuralStrong.**

# Sample Messages to Share

Not sure what to say? Don't worry, we've got you covered. Below you'll find sample social media captions, emails, text messages, and a short video script you can use to help spread the word about your #RuralStrong fundraiser.

Just copy, paste, and personalize.

## Sample Social Media Captions

### Caption A:

Hey friends, this means a lot to me. I'm helping raise \$10 from 10 of you to support safe housing for families right here in Wheatland County. Every dollar is matched, so your \$10 becomes \$20. Will you be one of my 10 donors?

### Caption B:

75 neighbours × \$10 = \$1,500 to build safe housing for families in crisis. That's the goal, and I'm doing my part. Will you join me?

### Caption C:

It only takes \$10 to help a family rebuild, and your gift is matched! I'm part of the #RuralStrong campaign to build safe housing for families in Wheatland County. Let's do this together.

### Caption D:

We're halfway there, and I'm so proud of what we're building together. Just \$10 will help families rebuild after violence. Your gift is matched, your impact doubled. Let's finish strong.

### Caption E:

Still time to give! Just \$10 helps survivors of domestic violence take their first steps toward safety and stability, right here in our own community. Superior Feed matches every dollar. Let's show what rural strong really means.

 **[Insert your fundraising link]**

# Sample Messages to Share

## Sample Email

**Subject: Just \$10 can help a family escape violence**

Hi [Name],

No one should have to choose between staying in danger and having nowhere to go.

I'm taking part in the #RuralStrong campaign to support families in Wheatland County who are escaping domestic violence and working to rebuild their lives. True North Society is creating a 36-unit affordable housing community right here in our region, safe, supportive, and filled with hope.

**My goal is simple: I'm asking friends and neighbours to give just \$10. That's it.**

And thanks to Superior Feed, a generous local sponsor, every dollar will be matched, so your \$10 becomes \$20.

It's a small gift, but it adds up in a big way. Together, we can help build a better future for families in crisis.

Will you be one of my 10 donors?

 **[Insert your fundraising link]**

Thanks so much for your support and for showing what rural strong really means.

Warmly,

[Your Name]

# Sample Messages to Share

## Sample Text Message

Hey [Name]! I joined the #RuralStrong campaign to help families in Wheatland rebuild after violence. I'm trying to get 10 friends to give \$10. Every dollar is matched! Would love your support: [🔗](#) [Insert your fundraising link]

No pressure, just wanted to share something that really matters to me.

## Better yet, here's a sample video script!

"Hi! I'm raising funds to help families in Wheatland County escape violence and rebuild.

As part of the #RuralStrong campaign with True North Society, I'm asking you to give just \$10. That's it.

And thanks to Superior Feed, every \$10 donation is matched, so your gift becomes \$20—twice the impact for families who need safety, stability, and a fresh start.

It's a small ask, but it truly makes a big difference.

We'll be wrapping it all up with a Community BBQ on August 30, and I'd love for you to be part of it.

Can I count on you to give \$10 today?

Links in my bio and thanks for showing what rural strong really means."