

Sample Communications to Personalize



If there is time to have your table guests attend a tour before inviting them to Love Opens Doors, this is a **great first step** to introducing the organization. And once they have attended a tour, an invitation to Love Opens Doors is a natural next step.

As a reminder, upcoming tour dates are always being refreshed on our website at <https://www.youthfocus.org/schedule-a-tour/> and you can register there. Or email Maggie at mcook@youthfocus.org to schedule something for a time that works specifically for your group.

As we get closer to the event, you will want to go ahead and invite them to Love Opens Doors. You can still work to get them on a tour before the event as the evening will mean more if they have seen the programs firsthand.

Here are some sample emails you can cut and paste and tweak to make it work for you...

Invitation to Tour

Dear

For the last ____ years, I have been volunteering with Youth Focus. Youth Focus is a local non-profit who is making a huge difference for youth in our community who are facing homelessness. I got involved with this organization because these youth need and DESERVE to have a roof over their heads and the support of caring adults as they try to navigate opening doors for their future. Honestly, I can't think of a more important cause to support. It has meant so much to me to be involved!

I am eager to share the word about this important organization and I thought of you as someone who might be interested in learning more. One of the great ways to learn more is come out for a brief tour. Attending a tour really opened my eyes to the needs of youth in our community and I was amazed to learn about what folks in my backyard are doing to address the need. Do you want to come on a tour with me? It lasts about an hour and they offer lots of time options.

Let me know if you are interested and I can work on finding a good time for us to go. And if you think of anyone else that might want to join us, I can try to coordinate something for all of us.

Invitation to the Event

Dear

For the last ____ years, I have been volunteering with Youth Focus. Youth Focus is a local non-profit who is making a huge difference for youth in our community who are facing homelessness. I got involved with this organization because these youth need and DESERVE to have a roof over their heads

and the support of caring adults as they try to navigate opening doors for their future. Honestly, I can't think of a more important cause to support. It has meant so much to me to be involved!

On Tuesday, May 6th, Youth Focus will be hosting their annual Love Opens Doors event. The event will be held from 6:00pm-8:00pm at Summerfield Farms. It is a really beautiful evening out at the farm with heavy hors d'oeuvres and drinks from 1618--no cost to attend. And it is a great opportunity for you to come and learn more about Youth Focus and be inspired hearing from some of the youth impacted by their services. It would mean a lot to me to have you join me at my table.

Attached to this email is the Save the Date. Let me know if you can join me!

Follow Up Tour Email in Response to Event Invitation (Yes, I will be attending)

I am so excited you will be joining me for Love Opens Doors. It will be fun having you at my table.

Between now and then, you might really enjoy coming out to see the organization in action. I would love to have you join me to do a brief tour. I learned so much when I did a tour and it really opened my eyes to the needs of youth in our community. It lasts about an hour and I found it to be worth every minute. It would be a great way to learn a bit more about the scope of Youth Focus' services before the event.

Let me know if you are interested and I can work on finding a good time for us to go. And if you think of anyone else that might want to join us, I can try to coordinate something for all of us.

Follow Up Tour Email in Response to Event Invitation (No, I can't attend LOD)

We will miss you, but I totally understand. Maybe next year.

I would still love to have you learn about the organization. Youth Focus hosts tours of their programs and it is a great way to see the organization in action. Until attending a tour myself, I had no idea how extensive the issue of youth homelessness is in our community. I learned so much and it really opened my eyes to the needs of youth in our community. It lasts about an hour and I found it to be worth every minute.

Let me know if you might be interested in joining me for a tour and I can work on finding a good time for us to go. And if you think of anyone else that might want to join us, I can try to coordinate something for all of us.

Some alternate wording you can swap out in the emails above:

I have recently [joined the Board/started volunteering/whatever your connection] for a really amazing organization and I want to make sure my friends/family know about them! The more I learn the more I feel the need to get the word out because we have a lot of hurting youth that need us to step up for them. We all have that thing we are passionate about and this might not be yours, but just in case it is—please check out Youth Focus.

I didn't realize we had so many youth experiencing homelessness right here in our own community: Young men aging out of the foster care system with no family or support, mothers with a young child bouncing from couch to couch, young adults fighting tooth and nail to finish school and make the rent that are about to be evicted, LGBTQIA youth who need a safe place when their own families push them out. Youth Focus is making a life changing difference for these kids.

They are the only organization in our community providing housing and supports to youth experiencing homelessness. If the work they do touches you the way it has me, I am hopeful you will want to learn more about them.

More Bullet Points of Info you can pull from if helpful:

Youth Focus creates safe places for vulnerable youth. There are six programs housed under the Youth Focus umbrella: four supportive housing programs, one outpatient counseling program, and the Safe Place program.

The housing programs include:

1. A temporary emergency shelter
2. Two transitional living programs; one for pregnant and parenting moms & the other for male, female, and gender nonconforming youth
3. And a longer-term housing program for more independent youth that provides rental assistance & support for youth in their own apartment.
4. The counseling program provides no cost trauma therapy for youth who have experienced abuse or neglect or have been victims of crime.
5. Youth Focus runs the national Safe Place program for Guilford, Randolph and Davidson counties. Any youth can walk into a designated partner site and say they need a safe place and Youth Focus staff respond to offer safety and crisis services.

Most youth come to Youth Focus to find safe housing and accompanying supports but they end up receiving much more! Most have experienced significant trauma with many having been abused, neglected, or victimized in some way. Youth Focus starts with their physical needs such as shelter, food, and medical care but also helps with their emotional needs.

The staff at Youth Focus are amazing at building trust with youth who have lots of reasons not to trust. And through those connections, they help youth get on a completely different path.

- Youth Focus helps kids go from sleeping in high school baseball dugouts to graduating college.
- They help moms and their young children get off the streets.
- They help our LGBTQIA youth find safe places; both physically and emotionally.

The organization's mission is **helping youth achieve safety, security, and success** and they work hard to make this a reality for every kid that comes through their doors.

Youth Focus is the only organization in Guilford County offering these types of services specifically for youth! Last year Youth Focus received over 500 referrals for housing services and were only able to serve around 35%. That isn't enough. Youth Focus needs the support of the local community in order to do more. Our kids deserve it!!