



Seniors Unlimited Lifestyles, Inc.
Give Local 757 Fundraiser Tips
Presentation

March 1, 2023



My name is Angela Whitehead CEO of Seniors Unlimited Lifestyles, Inc. (SULI). We are a 501 © (3) Nonprofit Organization located in Chesapeake, Virginia. We specialize in providing quality affordable housing for very low income seniors in the Hampton Roads area. SULI was able to build our first 40 unit senior living community -Tranquility at the Lakes on Burton Station Road, in Virginia Beach. We are currently pursuing our second facility in the same location. Of the 40 units we were able to house 13 residents that were experiencing homelessness. However the need for more housing is still so great.

- ◆ Mission Statement: Our mission is to develop quality, affordable housing to the elderly and disabled in safe, secure environments.

SULI believe that our seniors are the foundation and legacy of our families and communities, they have paved the way for many of us, and we feel that it is our duty to help them live out the remainder of their lives in a clean, safe, affordable environment with respect, care and dignity, in a place that they are proud to call home.



CAPTURING STATEMENTS

Use capturing statements on your platforms and emails to reach their hearts, use brief videos and photos as well.

- ◆ Your donation will make a lasting impact in their lives!
- ◆ Donors like you helps to make our vision come to fruition!
- ◆ Thank you sharing and caring!
- ◆ We need your help!
- ◆ Our seniors deserves the best!
- ◆ Help us make housing happen for senior citizens!
- ◆ We definitely care about our senior citizens!
- ◆ Our seniors are the foundation and legacy of our families and communities!

These are the capturing statements that SULI used to capture their attention. Whatever your mission is, use capturing statements that speaks to your organization's mission, it will be very helpful.



PEER TO PEER FUNDRAISING TACTICS:

- ◆ SULI Board Members signed up to be fundraisers and they really enjoyed the simplicity of the process and the low cost, verses a Gala event with the work, stress and cost.
- ◆ A SULI Volunteer had a strategy by using his family reunion list to reach out to his family and it was very successful. He is also a retiree and he reached out to his former coworkers and they were very supportive and donated to the cause. He also retired from the military and he reached out to his military buddies and they were also very supportive, it was very exciting to reconnect with each other as well. He was able to raise over \$3,700.
- ◆ A SULI Board member used the strategy to get 5 people to fundraise and the 5 got 5 people as well. They were able to raise \$2,700.
- ◆ Timing: Income tax returns season , use that time to start your conversation for donations.
- ◆ Tell compelling stories about your work and the people that you serve.
- ◆ Make presentations to your churches regarding your project, your mission and ask for their support.
- ◆ Make presentations to your company CEOs, share your vision and mission with them and ask for their support.
- ◆ Matching: We had one match of \$500.00 from that match we got \$1,000.00 and that was a husband and a wife. AWESOME!



- ◆ Send out gentle reminders!
- ◆ Try not to overdo it with reminders!
- ◆ Don't be afraid to ask!
- ◆ Going forward, everyone that you speak to, mention about the big Give Local 757 Fundraiser Giving Day. Make it a part of your conversation!
- ◆ Encourage youth and children to be apart of the giving day!
- ◆ Have fun with it as well!
- ◆ SULI Board Members also competed with each other for fun and they also encouraged each other in the process!



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GOOD LUCK TO EVERYONE ON THE BIG GIVE LOCAL 757 GIVING DAY APRIL 25-26, 2023!

Thank You for the opportunity to share in this Lunch and Learn session today!