

EACH ONE REACH ONE

A peer-to-peer fundraising
campaign for

MARSHALL
RELIEF  ALLIANCE

About This Campaign:

CAMPAIGN TIMELINE: NOW THROUGH DECEMBER 31

EACH ONE REACH ONE IS A PEER-TO-PEER FUNDRAISING CAMPAIGN TO SUPPORT THREE CRITICAL NEEDS FOR MRA:

- 1. FUNDING THE NEXT ROUND OF REBUILD MARSHALL MICRO-GRANTS:** SUPPORT 20+ SMALL BUSINESSES STILL RECOVERING FROM HURRICANE HELENE'S IMPACT, HELP RESTORE JOBS, AND KEEP OUR LOCAL ECONOMY THRIVING.
- 2. SUSTAINING OPERATIONS:** KEEP OUR TEAM ON THE GROUND TO COORDINATE VOLUNTEERS, DISTRIBUTE AID, AND MANAGE RECOVERY PROJECTS IN OUR COMMUNITY.
- 3. ESTABLISHING A DEDICATED OFFICE SPACE** FOR MRA'S ADMINISTRATIVE OPERATIONS IMPROVING THE SUSTAINABILITY OF OUR RESOURCE HUB AND SERVICES.

OVERALL GOAL: \$250,000

\$125,000 TO
FUND THE
NEXT TWO
ROUNDS OF
MICRO-
GRANTS

\$100,000 FOR OPERATIONAL
SUPPORT THAT INCLUDES
CURRENT STAFFING,
ADMINISTRATIVE COSTS,
ADDITIONAL STAFF
POSITIONS

\$25,000 TO
FUND A
DEDICATED
OFFICE
SPACE FOR
MRA

Here's How You Can Help:

STEP 1: MAKE YOUR OWN GIFT

START BY MAKING A CONTRIBUTION AT WHATEVER LEVEL IS MEANINGFUL TO YOU. NO GIFT IS TOO SMALL! IF A MONETARY GIFT IS NOT FEASIBLE, SKIP TO STEP 2.

STEP 2: GATHER YOUR TEAM

IF YOU'RE PART OF A CHURCH, BUSINESS, OR OTHER COMMUNITY GROUP, CONSIDER STARTING A TEAM ON OUR **GIVEBUTTER CAMPAIGN PAGE** . INVITE YOUR GROUP MEMBERS TO JOIN YOUR TEAM, SHARE UPDATES, AND CELEBRATE YOUR COLLECTIVE IMPACT AS YOU REACH YOUR GOAL TOGETHER.

STEP 3: REACH OUT TO YOUR NETWORK

USE THE SAMPLE LETTERS AND PROMOTIONAL MATERIALS PROVIDED TO INVITE FRIENDS, FAMILY, AND COLLEAGUES TO PARTICIPATE. ENCOURAGE THEM TO JOIN YOUR FUNDRAISING TEAM (IF YOU'VE STARTED ONE) OR **SEND THEM A LINK** TO DOWNLOAD THIS TOOLKIT TO START THEIR OWN. PERSONAL INVITATIONS ARE ONE OF THE MOST POWERFUL WAYS TO GROW OUR COMMUNITY IMPACT.

EVEN IF SOMEONE CAN'T DONATE, ASK THEM TO JOIN THE CAMPAIGN BY FORWARDING THIS PACKET TO THEIR OWN NETWORK. THE SUREST WAY TO GROW SUPPORT IS BY MULTIPLYING PARTICIPANTS.

STEP 4: SHARE ON SOCIAL MEDIA

USE THE INCLUDED SOCIAL MEDIA TEMPLATES TO SPREAD THE WORD:

- UPLOAD THE TEMPLATE SLIDES AS A CAROUSEL POST ON INSTAGRAM OR FACEBOOK.
- ADD A PERSONAL TOUCH: INCLUDE A PHOTO OR A SHORT STORY ABOUT WHAT MARSHALL OR WESTERN NC MEANS TO YOU.
- SHARE YOUR POST IN YOUR STORIES AND TAG @MARSHALLRELIEFALLIANCE ON INSTAGRAM AND FACEBOOK.
- BE SURE TO FOLLOW US FOR UPDATES, STORIES, AND MILESTONES THROUGHOUT THE CAMPAIGN, AND SHARE OUR POSTS TO HELP KEEP THE MOMENTUM GOING!

Sample Letter for Individual Donors

Subject: Help Marshall Relief Alliance in their continued recovery efforts!

Dear [Name],

I'm reaching out to share an opportunity to make a real difference in Marshall, NC's recovery. Since Hurricane Helene, the Marshall Relief Alliance has spearheaded the community's relief and recovery efforts and the rebuilding of Marshall, which was devastated by the storm. MRA has mobilized over 12,000 volunteers and delivered over \$1 million in material aid to individuals in crisis. They have expanded their initial volunteer coordination efforts for clean up and distribution into more skilled project management and community assistance for pressing and ongoing local needs.

MRA is committed to staying on as a resource for individuals recovering from crises in Western North Carolina and they need your support.

Your gift today will:

- Fund micro-grants for 20+ local small businesses still recovering from Hurricane Helene
- Sustain the programs and staff that make long-term recovery possible.
- Support expansion of staff capacity and the establishment of a permanent office space to better serve the community in the long-term.
- Keep our recovery team in place – so we can continue coordinating volunteers, delivering aid, and supporting neighbors facing housing, utility, and rebuilding needs.
- Maintain a central community hub where residents, volunteers, and partners can gather, get help, and work together on long-term recovery and resilience projects.

Every contribution counts. Even a small recurring donation creates reliable support we can count on. You can give today by visiting www.marshallrelief.org

If you prefer a more traditional method, you can fill out the pledge card attached to this letter.

Checks can be made out to Nanostead Foundation and mailed to:

806 Walnut Creek Rd.

Marshall, NC 28753

For more information about Marshall Relief Alliance, please visit www.marshallrelief.org or email us at marshallrelief@gmail.com.

With gratitude,

[Your Name]

Marshall Relief Alliance

Sample Letter for Corporate/Business Donors

Subject: Partner with MRA to Rebuild Marshall

Dear [Name],

I'm reaching out as a supporter of the Marshall Relief Alliance, a community-led nonprofit based in Marshall, NC, formed in direct response to Hurricane Helene. Over the past year, MRA has coordinated over 50,000 volunteer hours, provided emergency aid to thousands of individuals, and launched a micro-grant program to help Downtown Marshall's business owners rebuild after the catastrophic flood damage brought on by the storm.

As we reach the 1 year anniversary of Helene, this community has made tremendous progress. However, there is still so much work to be done. MRA continues to adapt and lead volunteer efforts in Marshall as the long-term recovery continues.

By contributing to this campaign, your company will:

- Directly fund micro-grants that keep 20+ local businesses alive and community spirit thriving.
- Support the staff who sustain recovery efforts day after day.
- Help expand organizational capacity by supporting additional staff positions and an office space.
- Demonstrate your commitment to resilience and community well-being in Western North Carolina.

MRA gratefully welcomes one-time donations and recurring gifts. For contributions above \$5,000, they will proudly acknowledge support publicly in events and promotional materials.

To give or discuss a partnership, please visit www.marshallrelief.org

With gratitude,

[Your Name]