

OCTOBER 17



SHERO

VIRTUAL WALK

SHERO TOOLKIT FOR COMMUNITY PARTNERS

Thank you for joining us for this year's SHERO Virtual Walk! As you begin your SHERO journey, we hope this toolkit helps you take a step towards a more equitable DC with ways you can get active for N Street Village, learn more about homelessness, poverty, and related issues, and advocate for your neighbors in need.

INVEST.

As you begin your SHERO journey, we invite our community partners to create a team or individual fundraising page. You can set a goal of your choice and invite colleagues, friends, and family to join or contribute to your page leading up to October 17. This is a great way for social groups, co-workers, and families to connect with each other and give back together from wherever you are.

GET ACTIVE.

Love a little competition or just trying to reach a personal fitness goal? Use the SHERO Virtual Walk to set activity goals in the weeks leading up to October 17. Get active with friends and co-workers or make a point to spend more time doing something you love. From a daily run to playing a round of golf to hosting an office push-up contest, there is something for everyone.

AMPLIFY.

In our virtual landscape, we have the opportunity not just to reimagine what it means to gather, but also to reach more people than ever. We have three easy ways you can amplify the Village mission below.

**Find more information on how you can invest, get active and amplify on pages 2-3.
Have questions? Email Makenzie at mdelmotte@nstreetvillage.org.**



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INVEST

Step 1: Create your Team

Perfect for companies, places of worship, social clubs and families. [Create your Virtual Walk team \(www.nstreetvillage.org/walk\)](http://www.nstreetvillage.org/walk)- it can be a small group or a company-wide activity. Set a team fundraising goal and invite members to create their own individual pages on your team. In addition to team goals, individual goals within a team encourage a little healthy competition. Whether it's \$2,000 or \$100, every dollar makes a difference for the women of N Street Village. You can also explore sponsorship opportunities [here](#).

Step 2: Share your fundraising page with others

Share your page with everyone you know and encourage them to help you meet your fundraising goals by October 17. From an email blast to posting on social media, this is a chance to share your love for N Street Village while engaging friends and family.

Ideas for getting started:

- **Do you work for a large company?** Make two teams and compete for the top spot!
- **Are you the leader of your squad?** Match gifts OR set a goal that unlocks a match!
- **Does your company participate in work place giving?** Make your gift go even further!
- **Looking for ways to use your company volunteering or CSR budget?** Consider this virtual volunteering!

All individuals who raise \$45 or more will receive a limited edition SHERO mask before Walk Day.

On Saturday, October 17 at 9:30 a.m., we'll gather virtually to celebrate the many ways our Village family has activated - from your fundraising success, to your advocacy, to your miles walked - we will hear stories from Village clients and supporters, and enjoy a team stretch!

YOUR INVESTMENT IN ACTION:



\$2,500 can provide groceries for the food pantries at all four of our permanent supportive housing sites for 7 months.



\$1,000 can provide housing and services for two women living with HIV at Miriam's House for one week.



\$250 can provide toiletries and a set of clean clothes for 10 women at our emergency shelter.

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SHERO Activity Challenge

Sometimes when we talk about taking steps, we mean it figuratively. This time, we mean it literally! In addition to joining together for our Virtual Walk celebration on Saturday, October 17, we encourage you to **set a fitness goal of your choice and get active in the weeks leading up to the event.**

Team up with a friend or set a goal of your own and encourage donations from friends and family to help you meet your goal by October 17. Use **#SHEROWalk** and **#StepUpForTheVillage** on social to keep yourself motivated, encourage donations, and share your progress on your personal fundraising page!

AMPLIFY

First we listen and learn, then we act and advocate.

Here are **3 simple steps** you can take to advocate for women experiencing homelessness:

Step One: Check out our **'What We're Reading' page** for articles, videos, and podcast recommendations. Share them on your office newsletter, with shareholders or investors, within your committees and groups, or **host a Virtual Tour** for your office or social group.

Step Two: Sign a petition, call a representative, or contribute to local initiatives that make affordable housing a priority in your neighborhood. Visit the **Homeward DC** or **National Alliance to End Homelessness** websites for suggestions.

Step Three: Follow N Street Village's social media pages and share our posts to your personal or professional accounts. This is a great way to encourage deeper learning and rally your squad to help you meet your fundraising goals.

For more information on how to create a team, set a fundraising goal, or share the SHERO Walk with friends and family, email Makenzie Delmotte at mdelmotte@nstreetvillage.org.



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