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Thank you for joining us for the 2020 NIGHT OUT Project.
Without you, this project would not be possible.

DATE AND TIME

6:00 PM, Thursday, November 19, 2020
Through
7:30 AM, Friday, November 20, 2020

ABOUT THE PROJECT

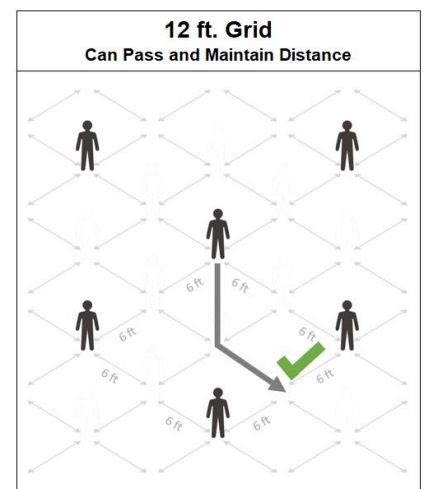
NIGHT OUT is an experiential project that instructs participants on the silent issue of youth homelessness, elevates discussion among their circles of influence and raises funds for The Place to work with youth experiencing homelessness. We host this project in November because it is National Runaway and Homeless Youth Month. Your NIGHT OUT in the cold helps youth experiencing homelessness come out of the cold this winter. Money raised by the NIGHT OUT project will support the shelter program at The Place.

WHAT'S DIFFERENT THIS YEAR?

In past years, this project has been held at our partner, First United Methodist Church. We value the safety and health of our community and supporters. Due to the pandemic, we have decided to host the NIGHT OUT experience at the Downtown YMCA Parking Garage, where sleepers will be able to spread out and socially distance from each other, while remaining together in a central, outdoor location.

We will adhere to Colorado State and El Paso County COVID-19 Guidelines and Restrictions to ensure the safety needs of all participants and staff are met. We will be utilizing the 12-foot grid model to maintain adequate social distancing, and we ask that all sleepers wear face masks during waking hours when interacting with others.

If you have any concerns regarding participating at our scheduled location and would like to discuss alternative sleep-out options, please contact Kasi Dwyer at: Kasi.Dwyer@theplacecos.org (719)-238-9637



GET STARTED

Ready to help get youth off the streets? Let's go!

1. Sign Up as a Sleeper:

To get signed up, visit <http://givebutter.com/NightOutProject2020> and click the FUNDRAISE button. From there, you can join an already existing team or create your own. Each team may have up to 10 friends and/or family committed to spending the night outside. If you have more than 10, ask another person to be a Team Leader and split the group into two. If you want to participate as an individual, you are welcome to be a "team" of one. For step-by-step instructions on signing up and setting up your fundraising page, [click here](#)

2. Fundraise: When you sign up on GiveButter you will have both a team fundraising page and an individual fundraising page.

- a. Be sure that all members of your team have their individual pages linked to your team page.
- b. Make your fundraising pages your own. The more personal your fundraising is, the more successful you will be at supporting The Place. Be sure to check out the [Tips and Tricks](#) section of this packet for more fundraising suggestions.
- c. Your fundraising page can be shared on various platforms including social media and email. Reach out to your family, friends, colleagues, and classmates and ask them to sponsor your NIGHT OUT by giving money in support for The Place. Be sure to check the [Sample Communications](#) section of this packet for help in written and verbal donation requests.

3. Prepare: Get your gear in order to sleep outside!

- a. Check out the [What to Wear](#) section of this packet for tips on what to, and what not to, wear on your NIGHT OUT.
- b. We ask that you do NOT use a tent. Part of this experience is to know a little bit of what our young people experience when they don't have the right equipment. Try using a cardboard box, yoga mat, or tarp, instead.
- c. Make sure your Team is aware of how to prepare, so that they come primed.

SCHEDULE

Thursday, November 19, 2020	Friday, November 20, 2020
<p>6:00 PM Sleepers arrive at their designated Team location.</p> <p>6:30 PM Dinner provided by Picnic Basket.</p> <p>7:30 PM NIGHT OUT Program Presentations</p> <p>8:15 PM Prepare your sleeper space.</p> <p>9:30 PM Lights out.</p>	<p>6:00 AM At sunrise, enjoy some coffee and light breakfast provided by Picnic Basket. Take time to reflect on your experience.</p> <p>7:30 AM We kindly ask that all sleepers are packed up and heading back home.</p> <div data-bbox="950 709 1279 1033" data-label="Image"> </div> <p><i>Thank You to Picnic Basket for providing dinner and breakfast!</i></p>

TIPS AND TRICKS FOR GETTING SPONSORS FOR YOUR NIGHT OUT

Tip 1: Take some time to learn more about The Place to help you in sharing our mission. This packet (and our website: <https://theplacecos.org/>) contains useful information for you to use to spread the word about our important work.

Tip 2: Let people know your personal connection to The Place. Your story often means as much to your friends and colleagues as it means to you. If you don't have a story, we will share success stories with you.

Tip 3: Use your fundraising page to your advantage. The more personal you make your team and individual fundraising pages, the more successful you will be.

- Add a photo to your profile.
- Tell your personal connection or success story under the "Story" section of your page.
- Set a personal and a team fundraising goal.
- Create friendly competitions between you and your teammates to see who can get the most individual donation and the highest donation amount.

Tip 4: Add a sentence about NIGHT OUT to your email signature as a tool to educate and remind the people you are often in contact with. You may use the banner below to catch their attention.



Tip 5: Write personal notes to your sponsors. This is a great way to connect your name with the organization's materials. People are usually much more responsive to a person than they are to an organization.

SAMPLE COMMUNICATIONS TO SOLICIT SUPPORT

Below are some short appeals that you should feel free to use to reach out to friends, family, colleagues, and more. Tweak them to fit your own style and personality. Some good things to mention are what The Place means to you and your perspective on the issue of homelessness in general. Your story often means as much to your friends and colleagues as it means to you.

Email before event, soliciting donation:

On Thursday, November 19th, I will be spending the NIGHT OUT with The Place (a former affiliate of Urban Peak), sleeping outside, in order to raise awareness and funds to end youth homelessness. November is National Homeless Youth Awareness Month. With your help, my NIGHT OUT will bring youth in from the cold this winter.

The Place is a local organization working with homeless youth. In addition to a 20 bed shelter, The Place provides education and employment assistance, health services and housing program, to name just a few.

In 2019, 186 youth found safety, warmth and support at The Place's shelter. It costs approximately \$71 to provide one night of safe shelter, food and other basic items for one youth. Every penny that you donate on my fundraising page will go towards The Place's shelter program.

My goal is to raise \$X,XXX.XX for The Place.

Please, join me today in supporting our community's young people who are experiencing homelessness by donating to my NIGHT OUT fundraising page at givebutter.com/NightOutProject2020/XXXXX

Facebook/Social Media Solicit:

* Be sure to keep social media post short and to the point.

Did you know that in August 2020, there were 306 young people (up to age 24) living on their own and experiencing homelessness in El Paso County, CO?

On November 19th, I will be sleeping outside to raise awareness and funds to end youth homelessness. With your help, my NIGHT OUT will bring youth in from the cold this winter. My goal is to raise \$X,XXX.XX for The Place.

*Please follow this link to help sponsor my NIGHT OUT! (Link to fundraising page)
Every penny that you donate on my fundraising page will go directly towards
The Place's shelter program.*

Phone Solicitation:

Hello, I am calling today because I want to invite you to sponsor my participation in an event for an organization which means a lot to me. It's for The Place. I've been (supporting/involved with) The Place (a former affiliate of Urban Peak) for ____ years.

On Thursday, November 19th, I will be spending the NIGHT OUT with The Place, sleeping outside, in order to raise awareness and funds to end youth homelessness. November is National Homeless Youth Awareness Month. With your help, my NIGHT OUT will bring youth in from the cold this winter.

My goal is to raise \$X,XXX.XX for The Place.

The Place is a local organization working with homeless youth. In addition to a 20 bed shelter, The Place provides education and employment assistance, health services and housing program, to name just a few.

Are you able to help sponsor my NIGHT OUT as we work together to bring youth out of the cold this winter?

Thanking your supporters for their donation:

** Be sure to thank your supporters. An email or handwritten note after the NIGHT OUT, letting them know how much total was raised and how grateful you are for their support will mean a lot and is important for keeping them involved for years to come.*

Hello _____, thank you for your contribution to my NIGHT OUT Project. With your help, our NIGHT OUT sleepers raised \$XXXXXXXXXXXX for youth! Your support will help youths in our community stay off the streets this winter and is greatly appreciated.

WHAT NOT TO WEAR! AND WHAT TO WEAR INSTEAD

Get prepared with this great guide written by our friend and mountaineer Silas Musick!

Against Your Skin: Do NOT wear cotton. Especially, against your skin. The reason is lack of breathability. As you work hard to warm up the cotton traps that heat and sweat and holds it against your skin. What this means is you warm up and sweat, then the moment you stop being active you are wet. This moisture can be dangerous in the temperatures we'll see on Thursday night. So, try to find wicking underwear and base layers (against your skin). Instead, of cotton wear a synthetic mix or wool.

The In-betweens: Between a well wicking base layer and a waterproof outer layer you want to place insulation. Great suggestions for insulation include: fleece, microfleece shirts, pants and jacket and/or goose down jacket. The purpose of this layer is to retain heat. Fleece and down do this best! Hoodies are rad, but most are cotton and that's not so rad. This won't insulate well or breathe, which is a wasted layer. A vest is another nice option for the insulation layer.

To Withstand the Elements: Your outer layer or shell is intended to prevent the elements from getting in. This is best accomplished by a wind-breaker, waterproof, breathable parka if possible. Gore-Tex is the most well-known brand, but alternatives use polyurethane-coated fabrics that are equally waterproof but less breathable. Vents help expel excess heat and moisture.

Use Your Head: You lose significant body heat through the top of your head. There's an old mountaineering saying: "If your feet are cold, put on a hat." Wear a beanie or stocking cap of some sort. There are windproof versions too.

Overdressing Can Be Deceiving Too: Moving and keeping your blood circulating is important sometimes overdressing can mislead someone to be sedentary and soon shivering uncontrollably due to a drop in core temperature. You also don't want to be so overdressed that you sweat profusely and then invite moisture into your extreme cold setting.

Keep Those Piggies Warm: Did I mention NO COTTON? That means socks too. Wear a thin, snug layer next to your skin and a thicker outer layer. Wool socks are best and two layers are okay so long as you have wiggle room. Tight socks and shoes limit circulation and it won't take long for your feet to feel like blocks of ice. Promote

circulation to your extremities and limit numbness or tightness. If your socks get wet or simply too cold, have a spare pair of socks tucked in the chest of your insulated layer and warm the cold socks up in your sleeping bag with your body heat.

BOOTS: Better than any other shoes are insulated, waterproof, winter boots. Not too tight, to encourage circulation of all the warm blood flow those jumping jacks generate.

All Hands on Deck: A light liner glove with a bigger outer mitt is an ideal combination. You can wiggle your fingers and make a fist inside the mitt and when you need use of your fingers you don't have to expose your skin directly to the cold thanks to the liners.

Face the Facts: It's probably a good idea to have a balaclava or face mask too. Exposed skin of any kind is in danger of frostbite in extreme cold weather. Though we won't see those negative Fahrenheit temperatures there's no harm in keeping the wind off your skin.

Sleeping Bag for the Win: Your sleeping bag will be your friend in extremely cold weather IF it does its job. Goose down is better than polyester but if you can keep both dry either will work well. Most bags have a degree rating (example: 30-degree bag, 15-degree bag). Obviously, the lower the degree the warmer the bag. You'll want to have a barrier between your bag and the ground. Cardboard will work, or a tarp.

FAQ

Do we need to bring our own meals?

NIGHT OUT participants will be provided both a dinner and a light breakfast compliments of Picnic Basket. The meals will be nothing fancy – similar to the meals often provided by shelters. Please bring your water bottle and any other snacks you feel you will need throughout the night.

The Place team will be delivering a light dinner to any teams that have 5 or more participants. Please be sure to let us know your location for the NIGHT OUT as well as how many team members you will have. All other snacks and meals will be on-own.

What if it snows?

Pending extreme temperatures, we will sleep out. In years past, it has snowed, been windy, or we have had temperatures in the single digit range. This is all part of the experience. Remember, youths experiencing homelessness often have no choice but to sleep outside, no matter the weather. Please be prepared for any weather.

Why are we asked to bring tarps, but not tents?

We are showing our support for young people experiencing homelessness through the united act of sleeping out together. Tents, although used by some people experiencing homelessness, might disrupt the solidarity among supporters. Please feel free to use a tarp, yoga mat, sleeping pad, or cardboard under your sleeping bag.

What about restrooms?

Participants will have access to a portable restroom and handwashing station. Keep in mind when using these facilities that most youth experiencing homelessness do not have such access to restrooms when they are sleeping out on the streets.

What if my whole family wants to sleep out, including little ones?

Unfortunately, youth under age 14 cannot sleep out. Any participants under the age of 18 must have an adult with them at all times. Keep this in mind when planning your family's participation. Please contact Kasi (contact information below) to discuss ways that younger supporters can get involved.

NEED HELP? CONTACT INFORMATION

Have questions or need assistance?

Please contact Kasi Dwyer, Development Officer

Kasi.Dwyer@ThePlaceCOS.org | Cell: (719) 238-9637