



## **What is Giving Day?**

***Friends In Deed Giving Day 2024*** brings all of our supporters together on February 29, 2024. From Board members and businesses to friends and volunteers, we call on each and every member of our Friends In Deed community to join together for this cause. Our Giving Day goal? We need to reach at least **366 donors**, a nod to the number of days in 2024, where each day of the year, Friends In Deed clients will benefit from FID supportive services.

## **How do I give?**

- Online: <http://www.friendsindeedpas.org/givingday>
- Check: made payable to Friends In Deed, mail to PO Box 41125, Pasadena CA 91114
- Phone: 626-797-2402 x205

## **How do I get others to give?**

1. Don't forget to make your own donation, first!
2. Share FID's posts on social media, or post your own.
3. Text/call at least 3 people to ask them to make a donation.
4. Spread the word via email, to at least 3 people.

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## **Social media post option 1:**

Leap for FID Giving Day is here! I have made my donation, and I hope you might do the same. Friends In Deed does critical work in the greater Pasadena area, through their Food Pantry, The Women's Room, Street Outreach and Housing, Bad Weather Shelter, and Eviction Prevention and Rental Assistance. Donate online at [friendsindeedpas.org/givingday](http://friendsindeedpas.org/givingday)

## **Social media post option 2:**

Please help us get Friends In Deed 366 donors today, a nod to Leap Year 2024! When they hit that goal, a foundation will donate \$25,000 to FID, but we need your help. Donate in support of FID programs and services supporting local community members for 366 days this year. Make your gift online at [friendsindeedpas.org/givingday](http://friendsindeedpas.org/givingday) today, and let's jump into action!

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## **Text message you can send:**

Hi (name)! I am working to help get Friends In Deed 366 donors today, a nod to Leap Year. When they hit that goal, a foundation will donate \$25,000 to FID, but we could really use your help! I have made my donation, and I hope you might consider doing the same. This nonprofit does critical work in the greater Pasadena area, through their Food Pantry, The Women's Room, Street Outreach and Housing, Bad Weather Shelter, and Eviction Prevention and Rental Assistance. If you want to jump in, you can donate online at [friendsindeedpas.org/givingday](https://friendsindeedpas.org/givingday). Thanks for your support!

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## **Email you can send:**

Dear \_\_\_\_\_,

Today, Friends In Deed is bringing together the whole community to help those who need our assistance most. This is a nonprofit that I care about and support. Please join me in donating to fund programs and services like Street Outreach and Housing, Food Pantry, The Women's Room, Bad Weather Shelter, and Eviction Prevention and Rental Assistance.

Help us get Friends In Deed 366 donors today, a nod to Leap Year 2024. When they hit that goal, a foundation will donate \$25,000 to FID, but we need your help! Donate in support of FID programs and services supporting local community members for 366 days this year. Make your gift online at [friendsindeedpas.org/givingday](https://friendsindeedpas.org/givingday) today, and Leap for FID!

Your gift, no matter the size, truly makes a difference in the lives of Friends In Deed clients.

With gratitude,  
(your name here)

### Ways to Donate:

- Online: [friendsindeedpas.org/givingday](https://friendsindeedpas.org/givingday)
- Phone: 626.797.2402 x205
- In-person: email [merriav@friendindeedpas.org](mailto:merriav@friendindeedpas.org) to plan a drop-off

*Friends In Deed, a social services agency founded in Pasadena in 1894, focuses on alleviating the effects of poverty for the community's most vulnerable citizens. Funds raised during Giving Day will go to support its Food Pantry, The Women's Room (a day shelter for homeless and at-risk women), Bad Weather Shelter, Street Outreach and Housing, and Eviction Prevention and Rental Assistance. Friends In Deed is committed to providing compassion, connection, and dignity for all clients experiencing times in their lives when they need assistance most.*