

2024 Non-Event Media Tool Kit

Designed by Crisis Assistance Ministry



IMAGINE the
Possibilities....



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Introduction to Non-Event

For over 25 years, Crisis Assistance Ministry has challenged the Charlotte-Mecklenburg Community to “skip the event” and make a direct contribution to change lives from the comfort of your own home.

Instead of paying for a babysitter, a tux, new dress, or the price of an event ticket, contribute what you can and celebrate the difference YOU make with your own family.

Every contribution directly impacts the lives of individuals just like you. The exponential rise in housing costs in Charlotte-Mecklenburg means that even the smallest bump in the road can put a family's housing in jeopardy as they balance rent, utilities, transportation and food. Your contribution means that a family can have their basic needs and housing stabilized met while they move towards a future of financial stability.

This year, by asking you NOT to attend an event, we encourage you to Imagine the Possibilities open to you and your family while you directly impact another Charlotte family.



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Community Impact

120 families turn to Crisis Assistance Ministry every day for assistance

44,734 individuals found help, hope and understanding here last year

42% of individuals that benefit from our services are children

\$4,438,216 emergency housing assistance given last year

YOU Make a Difference!



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Sharing Makes a Difference

As important as making a direct contribution to help Charlotte families is, sharing the information about this year's Non-Event and what difference YOU can make in the community is critical.

In the following pages you will find images, captions, hashtags, and other resources you can personalize to share about the families in Charlotte that are experiencing a financial gap. Please share to encourage your family and friends to make direct contributions towards housing stability.



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Sample Social Media Posts



Did
You Know?

People who seek assistance at Crisis Assistance Ministry often have 63% of their income obligated to rent and utilities. For a population who earns an average of \$2000 a month, this means \$1,260 is spent on housing and only \$740 remains for other needs.




Help, Hope, Understanding

DONATED MATERIAL GOODS ALLOW FAMILIES EXPERIENCING A FINANCIAL GAP TO SHOP FOR HOUSEHOLD GOODS FREE OF CHARGE. REMOVING THE BURDEN OF THESE COSTS MEANS THEY CAN FOCUS ON STABILIZING THEIR HOUSING.




YOU Can Impact Lives



Spread the Word

Sharing information about the financial gap in Charlotte and how it affects families builds a greater understanding of the people affected.



Sample Social Media Posts

Imagine the Possibilities

Imagine what
YOU can do for
Charlotte
Families.



Imagine Making These Possibilities a Reality

KEEP A NEIGHBORS LIGHTS ON

On average, it only takes \$240 to make an emergency utility payment. Any amount builds towards that goal.

PROVIDE CLOTHING FOR A NEW JOB

The right clothes mean someone can start a new job feeling and looking their best as they work towards financial stability.

STABILIZE HOUSING FOR A FAMILY

You can stabilize housing for a family and make sure they can stay in their home and enjoy their summer just like you.



Personalizable Captions

"Just made a difference by supporting Crisis Assistance Ministry! Join me in giving back to our community. Every donation counts!"

"Just donated to help Crisis Assistance Ministry stabilize housing for our neighbors. Your contribution, big or small, can change lives!"

"Today, I invested in Crisis Assistance Ministry's mission because I believe in their cause. Join me in spreading hope and support where it's needed most!"

"Today, I'm proud to support Crisis Assistance Ministry and the families they serve. Join me in helping them continue their vital work in our community by making a contribution from the comfort of your own home!"

"I am proud to support Crisis Assistance Ministry this year to ensure my neighbors can enjoy the summer with their family like I do. Will you join me in stabilizing housing for a family like you?"



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Tags and Hashtags

Please add our hashtags to your posts and remember to tag us!

Instagram: @crisisassistmin

X: @crisisassistmin

Facebook: Crisis Assistance

LinkedIn: @Crisis Assistance Ministry

#ImaginethePossibilities

#CrisisAssistMin

#Nonevent2024

#SupportNonProfits

#MakeADifference

#YOUMatter



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Invitations for Friends and Family

One of the best ways to spread the word can simply be asking your friends and family to donate and share too. Here are some examples you can personalize!

1. "Hey [Friend's Name], hope you're well! I'm supporting Crisis Assistance Ministry's Nonevent campaign and would love your help. Every bit counts! Could you check it out?"
2. "Hi [Friend]! I'm involved with Crisis Assistance Ministry and we're raising funds to help stabilize housing for people experiencing a financial gap. Would you consider donating? Even a small amount makes a big difference!"
3. "Hi [Friend]! I'm supporting Crisis Assistance Ministry as they strive to stabilize housing for families in Charlotte. Your support would mean a lot. Would you be open to donating? No pressure!"
4. "Hey [Friend], hope your day's going well! I'm passionate about Crisis Assistance Ministry's mission and they're currently fundraising. Could you help by donating or sharing?"

Feel free to personalize these messages based on your relationship with the receiver and the specifics of why you're interested in supporting our customers.



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Thank you for
imagining the
possibilities for
Charlotte families
and encouraging
others to do the
same.

YOU make all the
difference.



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