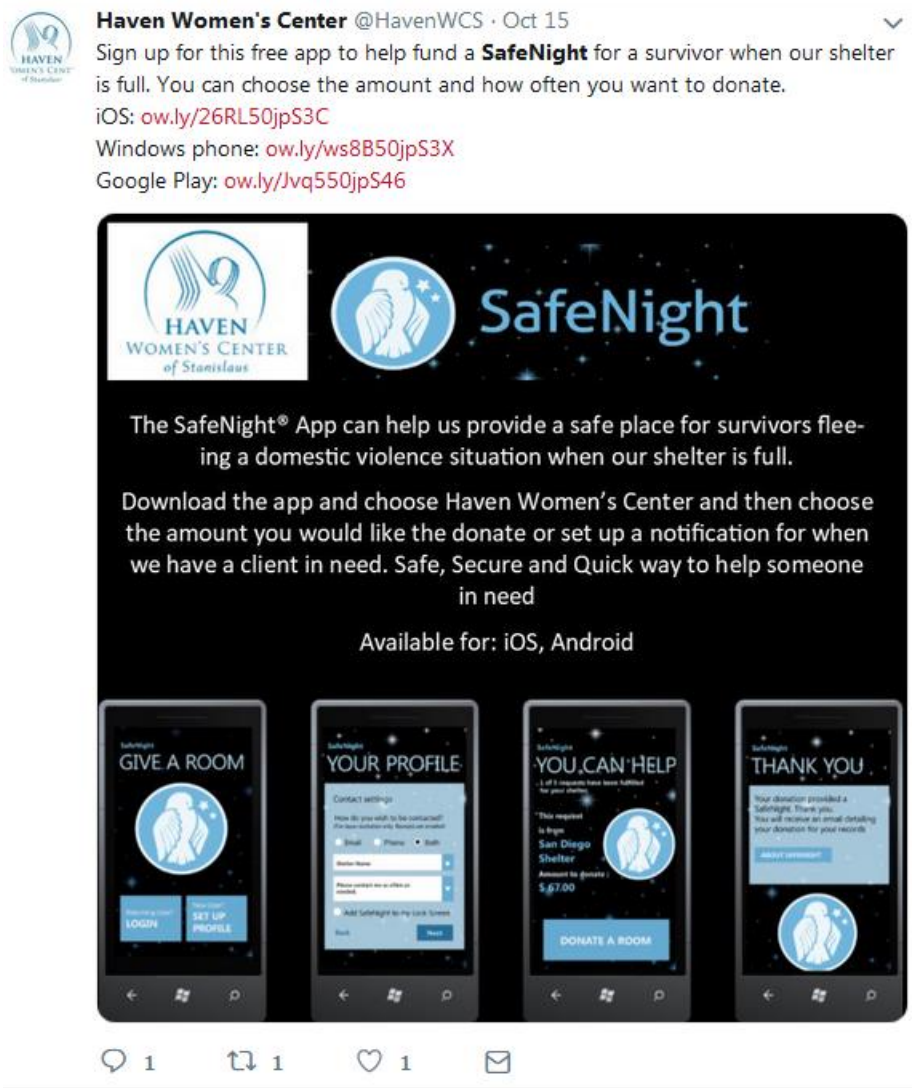


Promoting SafeNight to your supporters

Talk about it on social media

Your Facebook and Twitter accounts are the perfect spot to engage new supporters and tell your devotees about using SafeNight to support your emergency housing needs. Share that your agency is using SafeNight, link to the web site (<http://www.safenightapp.org/>), and tell your supporters how SafeNight is making a difference to your agency.



Talk about it in your newsletter

Your newsletter is a marvelous place to encourage supporters to become donors using the SafeNight app. Let them know that by using the SafeNight app they can make a directed, tax-deductible donation to your agency so that you can place someone in temporary shelter and provide the services they need.

Engage your networks

Do you have a particular network that would be able to take news of SafeNight and spread it to potential donors? Perhaps a faith-based organization or network, or service organizations that provide your agency with assistance. Send them a special note about SafeNight and equip them with messaging to promote it.

Get in the news

Whether you're just starting out using SafeNight or you want to refresh the message you share with the community, consider ways to get in front of potential supporters by getting press coverage. Recently, a new Safe Shelter Collaborative member in Maryland, CAFY, was in the news, on television [here](#), [here](#), and [here](#) and also held a press conference that was broadcast on Facebook Live.

Add content to your web site

Use images from the SafeNight web site to promote it on your agency's web site. Take a screenshot of your agency's name in the SafeNight app and show agencies what it looks like. Be sure to link to the [SafeNight app web site](#), so your supporters have all of the information they need to use the SafeNight app.

When you're out in the community talking about your agency

Be sure to give anyone and everyone an opportunity to help fund your emergency housing via the SafeNight app. The more you talk about it, the more supporters you can gather. We've found that supporters get excited about the ease of donating via the app. They know their hard-earned income is going directly toward housing your clients. Tell them about SafeNight so they can support your work!

Ask your current supporters to tell others

Your current supporters are your best evangelists. Ask them to tell their friends, family, and networks to use SafeNight to support your agency's work. Point them to the [SafeNight web site](#) and tell them how this support sustains your agency's sheltering programs.