



## Red Door Reception at the Victory Connector

Tuesday, May 7, 2024, 5:30 pm - 7:30 pm

### Social Media/Communications Toolkit

Spread the news about Victory Programs' Red Door Reception! **We've put together a toolkit to make it easier for you to share with your network.** Whether you're planning to attend or not, **spreading the message is crucial to helping us reach our fundraising goal of \$50,000 by 5/8/23 through sponsorships, donations, and employer-matching gifts (don't forget to ask your HR office if you qualify)!**

**We made it easy for you: simply copy and paste a message and post it on your social media channels or put it into emails.** You're welcome to personalize your message with your own experiences or reasons for supporting Victory Programs. We've also provided graphics for you to share, but don't feel obligated to use them! If you have a photo at a Victory Programs event or volunteer opportunity, feel free to use that for your post to get more attention.

We included some useful key messaging and outcomes below to help with your messaging.

**To track our progress in meeting our \$50,000 goal, RSVP by 4/22, or get more event updates,** visit [www.vpi.org/red-door-reception](http://www.vpi.org/red-door-reception).

Don't forget to [sign up for our email communications](#) and follow Victory Programs on [Instagram](#), [Facebook](#), [X](#), and [LinkedIn](#) to stay up-to-date on everything leading up to the event.

**[Click here for all supporting images!](#)**

For more information on the event, visit our event page at [www.vpi.org/red-door-reception](http://www.vpi.org/red-door-reception).

# Outcomes and Key Messaging

- Since 2022, Victory Programs has housed 58 individuals off the street in permanent housing and 143 individuals in transitional housing.
- When individuals and families are safely housed, they're much more likely to address their health, addictions, and other issues. Victory Programs works hard to move people off the street with as few barriers as possible.
- The mortality rate of unsheltered adults in Boston is three times that of those living in shelters and ten times that of the general population. By following a low-barrier, housing-first, clinically driven approach, Victory Programs can guide clients toward health and safety.
- Victory Programs operates various programs throughout Boston, all built on their strongly held belief that no person who is struggling should be asked to do the hardest thing first, on their own, before they are offered the fundamental support they truly need.
- From May 1, 2023, to December 30, 2023, the Victory Connector:
  - Served 434 unique members.
  - Completed 15,355 service encounters with members - this includes Connector visits, 1:1 meetings, groups, service navigation, and harm reduction encounters.
  - Distributed 1,623 Narcan kits.
  - Distributed 26,300 condoms and safer sex kits.
  - Tested 62 individuals for HIV & Hepatitis C.
  - Tested 86 individuals for STIs.

# Promoting Attendance

## Before the Event:

### Sample Facebook and LinkedIn Caption

- Join me for @Victory Programs' Red Door Reception at the Victory Connector! 🙌 I'm excited to support an organization that's making such impactful strides in addressing Boston's most pervasive public health crisis. Click the link below to register and join me in making a gift today. #RedDoorReception  
<https://vpi.charityproud.org/EventRegistration/Index/15096>

### Sample Instagram Story or Post Caption

- Thrilled to be attending @VictoryPrograms' Red Door Reception at the Victory Connector! 🎉 Join me in supporting their efforts to address Boston's public health crisis. Visit [www.vpi.org/red-door-reception](http://www.vpi.org/red-door-reception) to register and donate today. #RedDoorReception

### Sample Twitter Caption

- Can't wait to be part of @VictoryPrograms' Red Door Reception at the Victory Connector! ✨ Excited to celebrate the incredible work they're doing to combat Boston's public health crisis. #RedDoorReception

## During the Event:

### Sample Facebook and LinkedIn Caption

- Having a great time at @Victory Programs' Red Door Reception at the Victory Connector! 🎉 It's inspiring to see so many people come together to support such an important cause. #RedDoorReception

### Sample Instagram Caption

- Enjoying the evening at @VictoryPrograms' Red Door Reception! 🙌🎉 It's moments like these that remind us of the power of community and the impact we can make when we stand together. #RedDoorReception

### Sample Twitter Caption

- Feeling inspired at @VictoryPrograms' Red Door Reception! ✨ It's incredible to witness the community coming together to support their vital work in addressing Boston's public health crisis. #RedDoorReception

## After the Event:

### Sample Facebook and LinkedIn Caption

- Reflecting on an incredible evening at Victory Programs' Red Door Reception! ✨ I'm filled with gratitude for the opportunity to support such a vital cause and connect with like-minded individuals who are passionate about making a difference in our community. The impact of Victory Programs' work at the Victory Connector is truly inspiring. #RedDoorReception

### Sample Instagram Caption

- Grateful for an evening filled with inspiration and connection at Victory Programs' Red Door Reception! ✨ It's heartwarming to see the impact of Victory Programs' work and the support of our community. Let's continue to stand together and make a difference in the lives of those in need. #RedDoorReception

### Sample Twitter Caption

- Thank you, @VictoryPrograms, for an unforgettable Red Door Reception! 🎉 It was an honor to be part of such a meaningful event. Let's carry this spirit of unity and advocacy forward as we work together to create a healthier, more equitable future for all. #RedDoorReception

# Promoting Sponsorships

## Sample Facebook, Instagram, and LinkedIn Caption

- Excited to be supporting @Victory Programs' Red Door Reception at the Victory Connector! 🌟 Join us in spreading the word for additional sponsorships for this impactful event. Your sponsorship can help make a real difference in improving public health in Boston. Reach out to VPI's Deputy Director of Development Shauna Helton by email [shelton@vpi.org](mailto:shelton@vpi.org) or phone (617) 785-9219 to secure your business or individual sponsorship today!

## Sample Twitter Caption

- Calling all supporters of @VictoryPrograms! 📣 Let's rally together to secure additional sponsorships for the Red Door Reception. Your support can make a huge impact in fighting Boston's public health crisis. Reach out today to learn how you can become a sponsor! #RedDoorReception