



BE THE LIGHT CAMPAIGN



Advocate Packet



Thank you for joining the movement; the Be the Light Campaign movement of spreading hope, compassion and kindness to those in need.

You have chosen to become a part of something larger than yourself. You have chosen to support those who need it.

Many organizations provide the basic necessities — shelter, nutrition, and medicine — to those in need. Be the Light Campaign picks up where those other efforts often leave off, the importance of hope. We believe that mental health is just as important as physical health.

We know we can't change the world, but we do believe that small moments can encourage a shared experience that alters the course of someone's day — and sometimes that's enough.

Be the Light Campaign strives to spread hope through the community by way of an encouraging word, a random act of kindness, or a few moments of volunteered time.

We are so excited to have you on board and wanting to make a difference with us. Please review our Advocate Activities on the next page and let us know how you'd like to help. We want to create a meaningful connection to those we help as well as to those who are helping.

If you have any questions or ideas along the way, please feel free to contact us at bethelightorg@gmail.com.

*Cheers,
Melissa*

Founder of
Be the Light Campaign

www.bethelightcampaign.org



WRITE LETTERS OF ENCOURAGEMENT

time commitment ●

financial commitment ●

Help us write letters to those in need. These letters are some of the most cherished items that we give out during our Hope for the Homeless events. We also include these letters in bags for chemo patients, free food pantries and as random acts of kindness. Purchase 20 blank BTLC cards to write your personalized messages of hope. Upon purchase, you will also receive examples of messages to help jump start the ideas. This is a great event to do with friends - having fun while giving back. It also presents a great opportunity to talk about mental health and creating positive change with your friends.



HOST A HOPE FOR THE HOMELESS EVENT

time commitment ●

financial commitment ●

Help us spread hope beyond our current reach! Gather up friends and colleagues to host a Hope for the Homeless event in your city. Help those closest to you and create personal connections with those who need it. This event will take time to plan but we won't leave you hanging! A conference call tutorial with our founder to help establish goals, expectations and receive helpful tips for creating a successful event. Please visit our Hope for the Homeless page and watch videos of our past events.

<https://www.bethelightcampaign.org/hope-for-the-homeless-events>



HOST A LOCAL FUND-RAISER

time commitment ●

financial commitment ●

Help us continue to spread our mission while having fun planning an event. Create a fun and inspiring event while raising funds for a good cause. We believe in the power of kindness and that we are all connected. While some are currently down on their luck, others like you are able to help. Be there for those in your community who are currently struggling. We can help set up the details of easy ways to donate and give Tax ID numbers for donor tax write-offs.



BECOME A SUSTAINING MEMBER

time commitment ●

financial commitment ●

Pledge to donate to Be the Light Campaign and become a sustaining member. You promise to give your support and we promise to keep doing what we are doing. Your finances can help us add even more programs - and you should know we have a lot of ideas up our sleeves! Help us make them a reality. There are multiple tiers of membership, to allow people at all financial levels to make a difference.



USE YOUR TALENTS TO GIVE BACK

time commitment ●

financial commitment ●

Do you have specific skills or talents that you'd like to use to give back and help others? Skills like being an artist, graphic designer, a pro at social media, marketing or copywriting. The possibilities are endless and we'd love to utilize whatever skills and talents you have. Contact us at bethelightorg@gmail.com to discuss more and create positive change together.

www.bethelightcampaign.org