



Hope in Motion Campaign Launch Party

Purpose

The Hope in Motion campaign launch party is an exclusive donor engagement event designed to officially launch our broader Hope in Motion campaign and secure leadership commitments that build early momentum. The larger campaign goal is to raise \$250,000 to fund 10 new retreats with 100 additional families served. This launch event will focus on funding the first milestone by securing \$25,000 in commitments, covering the first 10 families. This will build campaign momentum ahead of the public phase of the campaign, strengthen relationships with key donors, and establish a visible core group of campaign champions to be recognized at the Gala.

Date: August 27, 2026

Time: TBD, evening party

Location: TBD

Guest Invitation Strategy

Guests will be personally invited based on their giving capacity and alignment with the mission. The event is intentionally curated to create:

- Meaningful relationship building
- Strong emotional connection to Little Pink
- Opportunities for transformational giving.

In addition to attendees, select donors who are unable to attend will still receive a personalized invitation to participate through a pledge commitment.

Gift Strategy

In addition to outright gifts at or before the event, a customized pledge card will be provided and shared digitally. Pledges can be paid in lump sum or multi-month payments.

Recognition Plan

Individuals, couples, and families who make launch commitments will be recognized at the Gala, in campaign celebration materials, and receive insider updates on campaign progress and impact.

“Tonight we recognize the founding supporters whose generosity launched Hope in Motion. Back in August, the First Mile Society came together to fund the first 10 families of this campaign.”