Thanks for supporting Reggie’s Sleepout 2017, the signature fundraising event for Iowa Homeless Youth Centers (IHYC). This packet includes lots of information that will help you prepare for this year’s event.

**REGISTER ONLINE**
Step One to participate in Reggie’s Sleepout is to register online. The registration fee is $25, which includes entrance into the event, a custom Reggie’s Sleepout T-Shirt, dinner, snacks throughout the night, entertainment, and more.

Here’s how to register:
1. Visit www.reggiessleepout.org
2. Click “PARTICIPATE”
3. Complete the registration and payment form
4. Submit, and you are done!

All campers must register individually.

**START A FUNDRAISING CAMPAIGN**
Step Two is starting your fundraising campaign! Raising money for Reggie’s Sleepout is easy, and makes a huge impact. Funds raised support IHYC programs, that serve 600+ at-risk and homeless youth in our community. We’ve provided fundraising tips and tools for you to use in your efforts. Plus, you can earn some awesome incentives for reaching your fundraising goals (see pages 3-5).

Here’s how to fundraise:
1. After you register, you will see the link to create your fundraising page on EverydayHero
2. You can start your own individual page, start a team, or join an existing team.
3. Or visit www.reggiessleepout.org and click “RAISE FUNDS” at the bottom

**RECRUIT YOUR TEAM**
There is no limit on the size of teams participating in Reggie’s Sleepout. However, all campers under the age of 18 must have a supervising adult with them all night. (One adult over the age of 21 to every six youth age 18 and under.)
Reggie’s Sleepout was created in 2005 in memory of Reggie Kelsey. Reggie was a young man who aged out of the foster care system in 2001, and within three and a half months, was found dead along side of the Des Moines River.

Reggie had an endearing personality, but suffered from hallucinations and depression. He worried about how he would survive on his own. After being kicked out of his latest foster care placement, Reggie bounced from one shelter to another. Occasionally he camped outside while working with Iowa Homeless Youth Centers’ Street Outreach Program.

As a result of Reggie’s death, YSS, Inc. (IHYC’s parent organization) led the effort to develop the Iowa Aftercare Services Network to provide additional services to youth aging out of foster care. To learn more about Aftercare Services Network, Visit www.iowahomelessyouth.org.

Reggie’s Sleepout is named in honor of Reggie, and IHYC’s commitment to prevent another like tragedy.
Funds raised during Reggie’s Sleepout support Iowa Homeless Youth Centers programs and services for at-risk and homeless youth in Central Iowa. Check out some tips, tools, and incentives for reaching fundraising goals.

**FUNDRAISING TIPS**

- **Start talking** – Use multiple ways (in person, e-mail, social media) to share your message and how to donate. Tell people where the money will go (Iowa Homeless Youth Centers) and how it will help homeless youth in Central Iowa.
- **Get creative** – Think of fun ways to collect money! Start a competition with your team members, hold a bake sale, run a donation drive, offer to rake your neighbor’s yard for a donation, or find a sponsor. The stars are the limit!
- **Make it personal** – Talk about why Reggie’s Sleepout is important to you. If you have a story about volunteering at IHYC, participating in Reggie’s Sleepout, and etc., be sure to tell it!

**HOW TO ASK**

Asking people for money can be scary, but keep in mind the #1 reason people don’t give is because they weren’t asked! Don’t be afraid to just ask, share your fundraising goal, and how the donation will help. Ask in person, e-mail, on the phone, or social media – and don’t forget to follow up.

The ask...

- “Hello! My name is ________, and I am participating in Reggie’s Sleepout 2017 on October 21st at Drake Stadium. I have a goal of raising $_______ for Iowa Homeless Youth Centers, to support homeless youth in Central Iowa. They serve over 600 youth each year, to help them become self-sufficient. I care about this cause because ______________________________. Would you donate to help me reach my goal?”

If they say YES...

- That’s great! Be sure to thank your donor, and tell them how they can give, and how this will impact homeless youth (see infographic above).
- “Thanks for your donation! This will really make an impact on the lives of homeless youth in Central Iowa. You can give cash, check (made out to IHYC), or donate to me online (give them donation handout) - whatever is most convenient for you!

If they say NO...

- It’s ok - don’t take it personally. There could be many reasons why someone says no, but it’s not you!
- “Thank you taking the time to talk with me today! If you would like to help in different way, you can visit www.iowahomelessyouth.org to learn more about IHYC, and ways to get involved.”
Funds raised during Reggie’s Sleepout support Iowa Homeless Youth Centers programs and services for at-risk and homeless youth in Central Iowa. Check out some tips, and incentives for reaching fundraising goals.

**10 FOR $10 CHALLENGE**

This year, our goal is to raise $150,000 for Reggie’s Sleepout (that’s a lot of money!) How will we reach our goal? We challenge all campers to raise $100 (or more). With our 10 for $10 challenge, reaching our goal can be simple, yet powerful:

Ask ten people to donate $10 to Reggie’s Sleepout to help you raise $100 (and earn a Reggie’s Sleepout blanket)

If all 1,500 campers are successful, we will reach our goal of $150,000 raised at Reggie’s Sleepout 2017. **100% of the proceeds go directly to helping homeless and at-risk youth in Central Iowa.**

**FUNDRAISING TOOLS**

We know fundraising isn’t easy, so we’ve provided some fundraising tools that you can access to make it a little easier. If there is something you would like to see or have any questions, contact IHYC Development Director, Emma Christianson at echristianson@yss.org or 515-883-2379.

**WEBSITE** – We have a whole page of fundraising tips, resources, and printable tools on our website. Visit www.reggiessleepout.org/des-moines/fundraising-tips for some guidance and inspiration on fundraising.

**SOCIAL MEDIA** – Find Reggie’s Sleepout on Facebook, Instagram @ihycdsm, and Twitter @reggiessleepout to see more fundraising tips and ideas. We’ll post new tips on Fridays for #FundraisingFridays.

**DONATION TRACKER**

At the end of the packet, you’ll find your Donation Tracker. This will help you keep track of any offline donations you receive (cash or checks). Print the Tracker, attach it to a manila envelope or large Ziploc bag, and throw a pen in there. Collect the information from donors as you receive money - it’s important to stay organized!

**CAMPER DONATION SLIPS**

While fundraising, use the Camper Donation Slips, which gives instructions on how to donate to your page online or through mail. Print the PDF (found on the Fundraising Tips page on our website), cut out the slips, write your name at the top, and hand them out. They are great for handing out to groups, in your neighborhood, family, friends, and more.

**HOW TO SUBMIT MONEY**

- Be sure to count your money ahead of time, so you know how much you are submitting.
- Bring your cash/checks to check-in (keep track of donations using the Donation Tracker at the end of the packet).
- Checks should be made out to “Iowa Homeless Youth Centers. In the memo line, the donor should write “RSO - [camper name]”
- Mail or drop off at the IHYC Youth Opportunity Center at:
  Iowa Homeless Youth Centers  
  Corky Reggie’s Sleepout 
  612 Locust St. 
  Des Moines, IA 50309
2017 FUNDRAISING INCENTIVES

Earn prizes for reaching your fundraising goals! Your registration fee of $25 goes towards your fundraising goal, and will also get you an Official Reggie’s Sleepout T-shirt. Here’s what you can earn:

- $50 – Reggie’s Sleepout Sweatshirt (redeem at the Reggie’s Store)
- $100 – Reggie’s Sleepout Stadium Blanket + T-shirt (redeem at the Reggie’s Store)
- $250 – Cellphone Pack + T-shirt
- Includes: Bluetooth speakers, RSO Popsocket, and portable charging bank
- $500 – Reggie’s Sleepout Star Pass + Sweatshirt + Reggie’s Sleepout Waterbottle
- $1,000 – 2 passes to VIP Dinner Party in the Drake Stadium Press Box + Sweatshirt + Star Pass + Waterbottle

TEAM FUNDRAISING INCENTIVES

The 1st place team will receive:

- VIP Dinner Party in the Drake Stadium Press Box at Reggie’s Sleepout, which includes a special catered meal, drinks, desserts, and more! All while you get a special view of Reggie’s Sleepout.

NEW - REGGIE’S SLEEPOUT STAR PASS!

New to Reggie’s Sleepout 2017, the $500+ fundraisers will earn a Reggie’s Sleepout Star Pass. The Star Pass will give you a unique event experience: express lines for dinner and pizza, opportunity to take exclusive pictures in the Drake Stadium Press Box, extra snacks, instant song requests at the DJ booth, and breakfast provided in the morning!

GETTING YOUR INCENTIVES

You will receive your fundraising incentives during check-in on Saturday, October 21, 2017. Depending on how much you raise, volunteers will give you your incentives, or a coupon for redeeming your item(s).

Coupons for the T-shirt (earned by registering), Sweatshirt, and Stadium Blanket are redeemable at the Reggie’s Store, located at the Northwest corner of the track.

Everyone who paid the registration fee of $25 automatically earns a T-shirt.
THINGS TO DO DURING THE SLEEPOUT

NATIONWIDE BOXED-IN DESIGN CONTEST

Get creative with your team, and enter the Nationwide Boxed-In Design Contest. Plan the design for your team’s shelter, using only the allowed materials. Awards will be given for the Top Design, Top Educational, and Best in Show.

- Complete the entry form at the end of the Camper Packet, or pick one up at the Information Tent
- All entries must be submitted to the Information Tent by 7 PM
- Judging will begin 8 PM, and the winners will be announced at 10:30 PM
- Structures must be under 15 feet tall

What materials are OK to use?
- Cardboard, Paper, Props, Tape, String or rope, Small staples, Crayons, Chalk, Water-Based Markers, Battery powered lighting may be used for effect.

What materials are NOT ok to use?
- Paint, Wood, Permanent Markers, Large Staples, Glue, Styrofoam
- Box designs using prohibited materials will not be allowed in the stadium.

WELLS FARGO ENTERTAINMENT STAGE

We’ll have entertainment and music throughout the night at the Wells Fargo Entertainment Stage! And stay tuned to the stage throughout the night for special announcements

- Sheltered Reality
- Dance parties on the hour
- Think you’ve got talent? Show your skills and sign up for Reggie’s Got Talent! Space is limited, so sign up by visiting www.reggiessleepout.org
- DJ Curtis from Music Man Production will be playing music all night, and can take song requests

REGGIE’S STORE

Get your Reggie’s Sleepout 2017 gear at the Reggie’s Store, thanks to Fine Designs Custom Apparel! The Reggie’s Store is located at the northeast end of the track. Additional items and incentive upgrades are available for purchase (cash and credit cards are accepted). Proceeds from the Reggie’s Store benefit Iowa Homeless Youth Centers.

REDEEM YOUR INCENTIVES

- If you earn a Reggie’s Sleepout T-shirt, sweatshirt, or stadium blanket, you will receive a coupon at check-in.
- Take the coupons to the Reggie’s Store to pick out your item, and it’s printed while you wait!

ON-SITE PRINTING

- You can customize your Reggie’s Sleepout gear by choosing your designs to be printed on-site (some additional costs may apply)

UPGRADE YOUR GEAR!

- Want a different colored shirt, extra designs, or change your fundraising incentive? You can pay to upgrade your item! Fine Designs will bring lots of items, colors, and designs to choose from.

#RSODSM // @reggiessleepout // WWW.REGGIESSLEEPOUT.ORG
WE BELIEVE WE CAN HELP, AND YOU CAN TOO.

OUR MISSION
Iowa Homeless Youth Centers (IHYC) works to eliminate homelessness among children, youth, and young families in Central Iowa. We believe with support and assistance, homeless individuals and families can live independently and attain self-sufficiency.

WHAT WE DO
Through case management and advocacy, our dedicated staff works with youth (16-22) and young families (16-25) to plan for a healthy, successful future, live on their own, and break the cycle of poverty. Our programs focus on helping youth set and achieve goals in five key areas: education, employment, safe housing, life skills and positive community engagement. Each year, IHYC serves over 600+ in the Central Iowa area. IHYC is a community based organization of YSS (located in Ames, IA).

ABOUT OUR PROGRAMS
• Youth Opportunity Center (YOC)
  - A hub of crisis counseling, service referrals and emergency need fulfillment for homeless youth, ages 16-22. The YOC includes a daily meal program, 9 emergency beds, access to shower and laundry, art programming, computer lab, and mental health counseling. Our YOC also houses our Aftercare program, PSERP, and Community Engagement Team.
• Supportive Housing
  - Buchanan Transitional Living Program houses 9 youth for up to 21 months while working on their education and employment.
  - Lighthouse Transitional Living Program houses 9 families (and 2 additional emergency beds) for 2 years while they work on education, employment, and parenting skills.
• Iowa Aftercare Network
  - IASN provides case management and support to youth (ages 18-22) that have aged out of the Iowa foster care system.
• Post-Secondary Education Retention Program (PSERP)
  - Assists youth in completing 2 years of secondary education, and provides case management, mentorships, and tutors.

For more information, visit www.iowahomelessyouth.org
EVENT INFORMATION

DAY-OF INFORMATION (please read!)

REGISTRATION
• Don’t forget to register online prior coming to Reggie’s Sleepout. Day-of registration will be available, but the lines could be long
• Registration fee is $25, and automatically earns you an event T-shirt, food, snacks, entertainment, and more.

CHECK-IN: 3-7 PM
• Check-in is located at the Northeast concession stand at Drake Stadium
• It will be easiest for you to check in as a team (your team captain or chaperone may check-in for you)
• Check-in materials needed:
  • Money fundraised (separated by camper) and completed Donation Tracker
  • Minor consent forms (if under 18)
  • Remember: all campers under the age of 18 must have a supervising adult with them all night (one adult over the age of 21 to every six youth age 18 and under).
  • Teammates will help unload supplies, and a Reggie’s Sleepout Volunteer will help take them to the field.
  • Parking Volunteers will direct you to available overnight parking. Please do not leave your vehicle in the unloading zone lot. You will be asked to move your vehicle after

WHAT TO BRING
• Check-in material (see above)
• Sleeping bag/blankets and pillow
• Weather appropriate clothing (we will sleepout either rain, snow, or shine).
  • We suggest dressing in layers
  • Don’t forget a hat, gloves, and warm socks
• Tent or supplies for cardboard box shelter
• Money for the Reggie’s Store

WHAT NOT TO BRING
• Outside food, drink, or gum (only empty water bottles allowed) - food will be provided
• Tent stakes, and any prohibited Boxed-In Contest materials (wood, large staples, glue, Styrofoam, insulation, glue, paint, permanent markers)
• Valuable items (IHYC is not responsible for any lost or stolen items at Reggie’s Sleepout)
• This is a tobacco and alcohol-free event. No tobacco and alcohol is allowed on the premises, and violators will be escorted out

DURING THE SLEEPOUT
• Food, snacks and drinks are provided. Note - no food is permitted on the field
  • Mac & Cheese served from 4-10 PM (contact Taylor at tmckee@yss.org for gluten-free options)
  • Pizza served at 11 PM
  • Hot chocolate and coffee served by the Salvation Army all night
  • Visit the Snack Shack for snacks and water
• Event wristbands must be worn to enter the field (non-campers will need to get a guest pass at check-in, and will not be allowed on the field after 11 PM)
• Any questions, first-aid, and lost & found, visit the Info/Volunteer Tent

AFTER REGGIE’S SLEEPOUT
• All campers must leave by 8 AM on Sunday, October, 22nd.
• Those with the Reggie’s All-Star Pass can get breakfast at the Info/Volunteer tent
• When leaving, please do the following:
  • Tear down your boxes, and take cardboard to the edge of the turf
  • Throw away all trash

ANY QUESTIONS? CONTACT US AT 515.883.2379 OR ECHRISTIANSON@YSS.ORG

#RSODSM // @reggiessleepout // WWW.REGGIESSLEEPOUT.ORG
Keep track of the offline donations that you receive for Reggie’s Sleepout Des Moines. Attach to a manila envelope or large Ziploc bag to stay organized. Must include this completed form when you submit your money raised at check-in on Saturday, October 21, 2017.

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DONATE TO REGGIE’S SLEEPOUT IN SUPPORT OF: ______________________

ONLINE
1. Visit https://reggiessleepout.everydayhero.do
2. Click “SUPPORT A FRIEND” and find your camper’s name
3. Make a donation and an impact

MAIL
1. Make a check out to “Iowa Homeless Youth Centers”
2. Include your camper’s name
3. Send to:
   IHYC; Attn. Reggie’s Sleepout
   612 Locust St. Des Moines, IA 50309