

AHRC WALK

FUNDRAISING GUIDE



GET STEP-BY-STEP TOOLS
FOR SUCCESS

AHRCWALK.ORG

CALL US
516/626.1075 X1142



What is the AHRC Walk?

At the AHRC Walk, a community of people with intellectual and developmental disabilities and the passionate people who care about them, walk together to show the world the importance of raising awareness and funds to support inclusion and life-changing opportunities for people with developmental disabilities.

About AHRC Foundation

AHRC Foundation is dedicated to empowering people with intellectual and developmental disabilities to live productive lives, make their own choices about what's important to them, and participate fully in their communities.

Our Scope

Nassau County AHRC Foundation is a registered 501(c)(3) charitable organization that publicly solicits and receives funds for the benefit of people with intellectual and developmental disabilities, including autism. Over 4,000 children, teens and adults benefit from the Foundation's support to organizations such as AHRC Nassau, Brookville Center for Children's Services, Citizens Options Unlimited and other community-based organizations serving those with special needs.



Our Work

AHRC Foundation offers programs and services for people with intellectual and developmental disabilities and their families. Through our family of organizations, we're able to support a continuum of services that span a lifetime. This includes: Residential Services; Educational Services; Job Training and Placement; Respite; Camp and Recreation; Healthcare and Family Support.

Moving Ahead, Leaving No One Behind

Coming together for a common goal, friends, families, corporations, and organizations form teams and raise funds to enrich the lives of people with developmental disabilities. This culminates in a fun, inspirational and family-centric celebration on Walk day.

GETTING STARTED

The Basics



Register online!

- Log onto ahrcwalk.org. Click [Register](#) and follow the prompts to set up your customized Walk fundraising page.

Set a personal fundraising goal!

- *Why it's important* – You have to know what you're working towards in order to reach it. Sharing your goal with everyone will help motivate them to help you reach it.

Customize your fundraising page!

- *Why it's important* – Tell Your Story! Your story is the only reason people will be compelled to donate to you! Add the more personal version of why you are raising money for the AHRC Walk, include a photo of yourself or the person you are honoring and talk about where the money goes. This will inspire people to donate.

Identify your donors. Start with those most likely to give a donation!

- *Why it's important* – Get your network involved! Start with the people closest to you who might be most likely to donate. Send emails from your customized Walk page to ask for support. Use the "Who to Reach Out To" worksheet to build your list and get started.

Make a personal donation to your fundraising page!

- *Why it's important* – Lead by example! People are more likely to give if they see that you support your cause! It can be any amount, but know that your donation often sets the bar. If you'd like to see your donors give \$25, start by making a \$25 donation yourself.

How To Ask?

Making the **ASK** is the first priority and often the hardest thing to do. **ASK** people to join your team.

ASK them to make a donation to the Walk. Your inner circle will most likely be happy to support your efforts. Then **ASK** casual acquaintances, people from work or school, local companies and organizations. The truth is, many people will support you....simply because you **ASK!**



WHO TO REACH OUT TO



Don't be afraid to reach out to anyone you know. They will want to help you because AHRC's mission is something you truly care about. Use this list below to get started.

Make a Phone Call to:

1. Parents
2. Siblings
3. Grandparents
4. Aunts & Uncles
5. Cousins
6. Nieces & Nephews
7. Extended Family
8. Close Friends

Send an Email to:

9. Dentist
10. Doctor
11. Babysitter
12. Attorney
13. Physical Therapist

Drop Off a Letter to:

14. Drycleaner
15. Hair Stylist
16. Pet Groomer/Vet
17. School
18. Manicurist
19. Supermarket
20. Gym

Others You Might Call or Email:

21. College Friends
22. High School Friends
23. Facebook Friends
24. Children's Friends
25. Children's Teachers
26. Neighbors
27. Family Friends
28. Co-Workers

Maybe You Know People From:

29. Work
30. School
31. Gym
32. Childcare
33. Place of Worship
34. Favorite Restaurant
35. Coffee House

Don't Forget.....

36. YOU can make a Personal Donation



SET A PERSONAL GOAL



Set a meaningful fundraising goal and then create a plan to help you get there. Consider a birthday or personal milestone in honor of the person you're walking for. For past walkers, your goal might be to exceed your past fundraising. We encourage everyone to strive for a minimum of \$200. A big goal is intimidating only until you realize it's a bunch of smaller ones put together.

Start your fundraising today!

1. Make your own donation!	\$ 25
2. Ask 5 friends for \$10 each	\$ 50
3. Ask 4 relatives for \$25 each	\$100
4. Ask 3 co-workers or neighbors for \$10 each	\$ 30
TOTAL \$205 Wow!	

Become a \$1,000 VIP Club Member!

Every person who goes above and beyond by raising \$1,000 or more will receive a VIP Club medallion to wear with pride. You will be recognized with a special shout out at the podium!

1. Show your commitment and contribute	\$100
2. Ask your spouse or best friend to match your donation	\$100
3. Ask your 5 best friends for \$20 each	\$100
4. Ask 6 relatives for \$25 each	\$150
5. Ask 5 co-workers or neighbors for \$10 each	\$ 50
6. Ask your boss	\$100
7. Ask someone who has asked you for your support in the past	\$100
8. <i>Community Event:</i> Host an event like a basketball tournament, garage sale, lemonade stand, bake sale	\$200
9. <i>Party Idea:</i> Invite your friends (and their friends) to a happy hour and charge small cover fee. Host a raffle or a 50/50.	\$200
TOTAL \$1,100 Wow! Congratulations!	

10 Steps for Online Registration



Register your team online and take advantage of the online fundraising tools. Create your own team web page. Send personalized emails to recruit team members, fundraise, and track your team's progress.

Follow the steps below to create your own personal team page:

1. Go to the AHRC Walk website: www.ahrcwalk.org
2. Click Register
3. Select Start a Team
4. Click Join as a New Participant (or log in as a returning user if you know your username and password from last year)
5. Create a Team Name, set a Team Fundraising Goal [aim high: we suggest \$1,000]
6. Set your personal fundraising goal and consider making a personal donation.
7. Enter your personal information and create a username and password.
8. Click on the box to agree to the waiver.
9. Your registration summary will appear on the screen. Click Complete Registration.
10. Your registration is complete! You can now access your Participant Center and invite others to join your team, send fundraising emails, and personalize your page and team page with a photo and your own words about why the AHRC Walk is important to you.



PERSONALIZE YOUR FUNDRAISING PAGE



Now that you're registered, it's time to personalize your webpage! This is where you can direct friends, family and co-workers to donate directly to you on behalf of the AHRC Walk.

Steps to Customize Your Page:

1. Login to your Participant Center and click on the **Personal Page** tab. Team Captains have the option to edit their personal page as well as their team page.
2. Enter a personal page **Title**
3. In the **Body** of the page, add your own text that tells your story of why you are involved with the AHRC Walk. Share a personal connection, and use this space to ask for donations.
4. Add a personal image by clicking on **Photos** (under Content to the right). Click **Save** when finished.

Welcome to your Participant Center, Fundraiser

The screenshot shows a web interface for editing a personal fundraising page. At the top, there are navigation tabs: 'Home', 'Email', 'Progress', and 'Personal Page'. The main heading is 'Edit Your Personal Fundraising Page' with a '(View Personal Page)' link. Below this, there is a section for 'Personal Page URL' showing 'http://example.com/goto/sampleuser' and a note 'This page is Public'. The 'Title' field contains 'Sample Personal Page Title'. The 'Body' section has a rich text editor with a toolbar containing options for font family, font size, bold, italic, underline, text color, background color, bulleted list, numbered list, link, and unlink. The body text reads 'Sample personal page rich text.'. On the right side, there is a 'Content' sidebar with a 'Photos/Video' section. At the bottom right, there are 'Preview' and 'Save' buttons. A small note at the bottom center states 'The Preview will open in a new window, but will not save your changes.'

Send Emails from Your Participant Center



You can send emails directly to your friends, family and co-workers through your Participant Center. You can ask them for donations or invite them to join your team!

Steps to Send Emails:

1. Login to your Participant Center and click on the **Email** tab.
2. Choose your template, or create your own.
3. When composing your message, you can customize the subject line and body of the email to make it more personal. Include something about why the AHRC's mission is important to you!
4. Select your Recipients. Type in an email address or import your contacts.
5. When complete, click Preview and Send.

l?fr_id=1110&cs_api_preview=true&NONCE_TOKEN=3EC8EF0621D0E006FDEAF56ABDCF447A#pc2=email-compose

Welcome, First Last Sample Team Name | Profile | Help | Log Out

Home Email **Progress** Personal Page

Compose Message

① Configure → ② **Compose** → ③ Set Recipients → ④ Preview & Send

Subject: Thank You for Your Gift to AHRC Walk

Include personalized greeting (What's this?)

Font family: ABC Font size: [dropdown] [bold] [italic] [underline] [list] [link] [image] [video] [embed]

I will be lacing up my sneakers and participating in the AHRC Walk on Sunday, September 29. I'm walking to raise awareness and funds to empower people with developmental disabilities to realize their dreams. Please check out my fundraising page and help me reach my goal by making a donation. Any support you can give will mean so much to me. Thank you

Current layout: (done selecting)

Sample layout 0 Sample layout 1 Sample layout 2

Save as draft Save as template Preview **Next**

Compose
Drafts
Sent
Contacts

Sample Fundraising Letter

In case you need some help, here's a sample for you.



Dear Friends and Family,

I will be lacing up my sneakers and participating in the AHRC Walk on Sunday, September 29 at Eisenhower Park. I'm walking to raise awareness and funds to empower people with developmental disabilities to reach their goals, big and small, every day.

I love this organization because, **[insert your personal reason for walking here – if you have a connection to someone with a developmental disability, please share why this walk is important to you]**. I'll be asking pretty much everyone I know to check out my online fundraising page and donate if they can. I hope you'll help me raise **[insert your fundraising goal – AIM HIGH]** by making a donation.

You can check out my fundraising page by clicking this link **[link to your personal page]**. For more details about the AHRC Walk, click this link: www.ahrcwalk.org

Any support you can give will mean so much to me - I will keep you posted on my progress. Your gift will have a direct impact on the lives of the people and families supported by AHRC Foundation and its family of organizations.

[Your Name]



Tips to be a Successful Team Captain



Being part of a team is one of the most fun and rewarding ways to participate in the AHRC Walk. A Team Captain's goal is to recruit walkers to raise funds for AHRC Foundation's mission. As a team, you walk together, raise money together, support each other and celebrate together.

MORE TEAM MEMBERS – MORE IMPACT – MORE FUN

An AHRC Walk Team can be fueled by 2 or 1,000 team members! The more team members you recruit the more fun and the bigger your fundraising efforts can be. Once you have registered and formed your team, let your friends, family and co-workers know! Your Participant Center and online tools make recruiting team members easier. Since all of the registration and Walk materials are online you simply need to call or email your potential team members and share your team page link where they can register to join or donate. It's that easy!

1. Visit Your Participant Center online by logging in at ahrcwalk.org

- Create your own team website with a photo and a personal story about why AHRC is important to you.

2. Recruit Team Members

- Make a list of everyone you know who might like to walk with you
- Use your Participant Center to upload your address book and send emails to family and friends asking them to join your team

3. Set Goals with Your Team

- There is no limit to how big your team can be. The more people on your team, the greater your fundraising power and it's more fun!
- Help team members set a fundraising goal – aim high!
- Challenge each walker to set a goal of at least \$200. Who doesn't love a challenge?

4. Show Them How to Succeed and be a Cheerleader

- Make a personal donation to motivate team members to get started
- Make sure that everyone knows how to set up their own personal pages
- Encourage them not to be afraid to ask people to support them

5. Create Excitement & Make it Personal

- Share updates on your team's progress through internal emails to all walkers
- Create some FUNdraising activities to spur excitement and raise funds
- Make it personal. Share why you are passionate about AHRC and encourage your team members to share their own personal stories
- Share your story to help people understand why their donations are so important!

USING SOCIAL MEDIA TO PROMOTE YOUR FUNDRAISING EFFORTS



We encourage everyone to use social media to spread the word. Here are some sample messages you can post on Facebook, Instagram, Twitter or LinkedIn. Social media networks reach far more than a phone call or email will and we know you can make a difference reaching out to yours!

Message 1, after registration:

I've registered for the AHRC Walk and we're fundraising to enhance the lives of people with developmental disabilities. I walk because [<insert your reason for walking>](#) and I'm asking for your support. Please visit my webpage to learn more [<insert hyperlink to your personal page here>](#).

Message 2, throughout campaign:

Did you know that AHRC Foundation supports more than 4,000 people with developmental disabilities to lead happier, more productive lives? I'm raising funds to ensure that these people will continue to lead the life they choose! Visit my webpage [<insert hyperlink to your personal page here>](#) to learn more and support my efforts!

Message 3, throughout campaign:

I'm halfway to my goal, and need only [\\$xxx](#) more to reach it! Will you help me? Visit my page and make your donation today [<insert hyperlink to your personal page here>](#).

Message 4, throughout campaign:

It's only two weeks before this year's AHRC Walk and I'm so excited to participate and make an impact. [<Share your personal reason for walking here>](#). Please support my efforts and visit my personal page to learn more! [<insert hyperlink here>](#).

Message 5, after Walk:

Thank you so much to everyone who supported me in my efforts to raise money for AHRC Foundation. The walk was yesterday and it was amazing! I was able to raise [<\\$>](#) and be part of [<#of walkers>](#) who raised a total of [<\\$total of walk>](#)! Thank you for your help and check out my page if you want to learn more about AHRC Foundation's important work. [<insert hyperlink here>](#).

Key Points to Remember:

- Always include a link to your personal fundraising page
- Don't be afraid to post frequently
- Publicly thank your donors on your page: Thanks to Jane Doe for her donation. Your support is so appreciated!