



FUNDRAISING TOOLKIT



ahrcwalk.org

ADD PHOTOS & TELL EVERYONE WHY

Personalize, personalize, and personalize!

We've set up default language and a photo on your fundraising page, but it's important to customize this.



Here are 5 things to include:

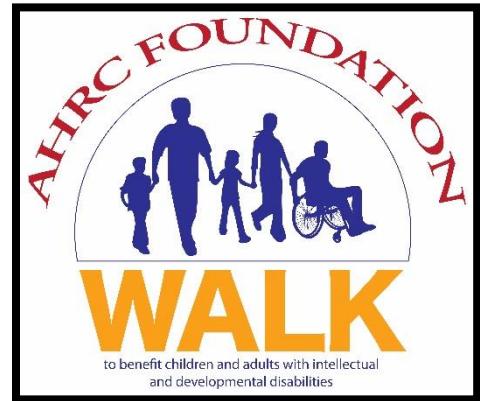
1. **Your own photo** so people know it's you when they visit your page!
2. **Why** is the AHRC Foundation WALK important to you?
3. **When** is the event and are you inviting people to join you?
4. **What** is your fundraising goal, what are you asking, and what is the deadline? Are you celebrating your 40th birthday and asking for a \$40 donation in lieu of gifts? Are you "walking your way" by running a race and asking for a donation for every mile?
5. **Who** is being impacted? Share the effect it has on people's lives when you raise funds to help people with developmental disabilities live happier, more independent lives.



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BE THE FIRST TO MAKE A DONATION

The first thing you should do is make a donation to your own campaign.



On average, people that donate to their own campaign raise 6 times more than those that don't donate, and receive donations from 9 more people.

When you have a donation on your page, your friends, family and coworkers are more likely to donate when they visit.

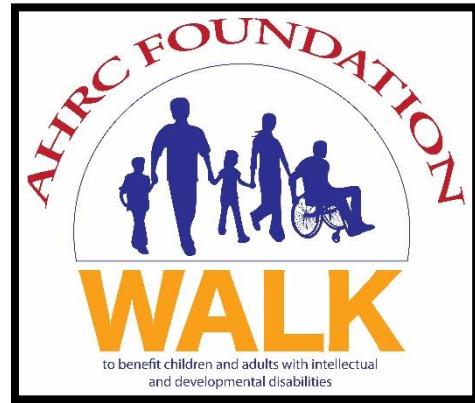
So, show everyone you believe in this cause by being your first supporter!



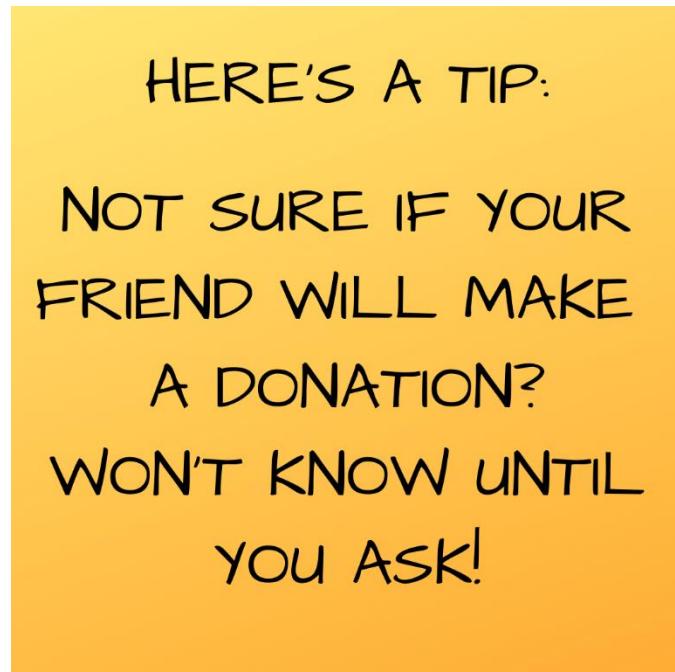
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PREPARING TO ASK FOR SUPPORT

Now comes the most important part – creating your strategy to ask for support. Here are five steps to get you started:



1. **Make a list** of who you plan on asking.
2. **Determine how you'll ask.** Will you ask by email, letter, phone calls, text message or messages on social media? Each person will respond differently, so choose the best avenue.
3. **Get Personal.** Write your email, letter, text messages, Facebook post, etc. You can use our fundraising letter template, found in your Participant Center, as a starting point.
4. **Dangle that carrot.** Offer something exclusive to those that donate – dedicate a photo to them on Facebook, create a special thank you video.
5. **Now, ask!**



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PROMOTE, PROMOTE, PROMOTE!

Once you have your beautiful fundraising page and strategy built, you need to start promoting your campaign so they will come and support!



HERE'S A TIP:

PEOPLE WHO
SEND EMAILS RAISE
UP TO 20 TIMES
MORE.

Email: If there's one thing you're going to choose to do, it should be sending emails!

Email Signature: A simple way to remind people to donate and expand your network is to add a simple line in your email signature with a link to your fundraising page.

Email Support: If your family, friends, or coworkers send an email on your behalf, it can double your donations. Start with your family members, and send them a sample letter to help them get started.

Text Message: Sending texts are part of our daily routine. You can easily copy and paste the link to your fundraising page, and send a text to ask for support!

Snail Mail is Cool: The old-fashioned letter in the mail works too. With so much mail flying around, it's fun to receive mail that isn't a bill.

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Social Media: You can use all social media platforms to promote your fundraiser, but we suggest focusing your efforts on setting up a Facebook fundraiser through your Participant Center, as it's proven to have the best results.

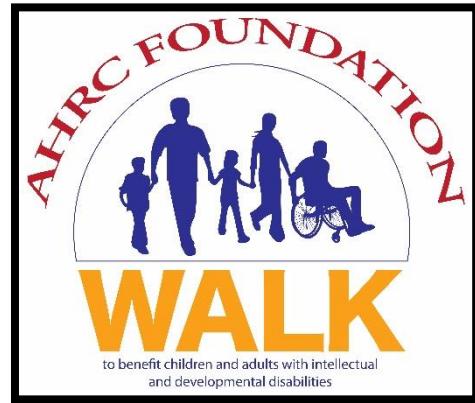
- **Create a Facebook Fundraiser:** Click on the blue Facebook Fundraising box in your Participant Center to connect your Walk fundraising with your Facebook page. You'll be given the opportunity to start the fundraiser any time after you've registered for the AHRC Walk. You must create your Facebook Fundraiser in your Walk Participant Center for donations to be automatically be added to your fundraising total.
- **Promote your Facebook Fundraiser** by sharing or inviting people to your fundraiser to start the donations coming in!
- **Selfies and Videos:** Update your followers on the status of your fundraiser with a personalized photo or message.
- **Use #AHRCWalk and tag @ncahrcfoundation** so people know who the money benefits.
- **Ask your donors to post.** An ask from you goes a long way. It will also encourage their followers to donate.



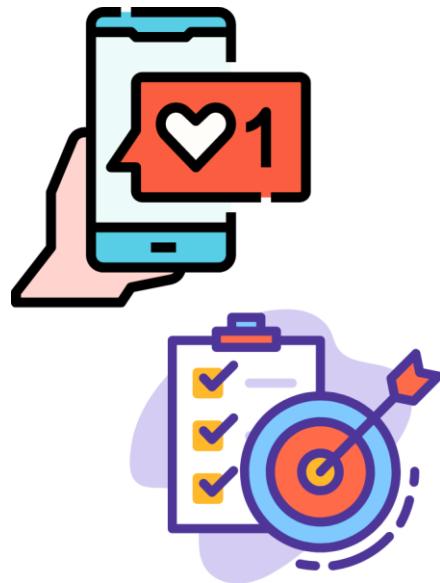
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FOLLOW-UP

After you send your first email, you'll see donations start to come in! Not everyone will donate after your first email, and that's okay. We're all busier than ever, but we want to support each other, so here are some fun ways to follow-up:



- **Email updates on your fundraising.** Let people know how much you've raised and how much you have left to reach your goal.
- **Create a video reminder** you can send with updates on how much you've raised, and how much more you want to raise.
- **Send personal emails.** People respond when they know they are personally addressed and they aren't just one of 100 people getting an email.
- **Give a countdown.** Ask one person each day and tell them "you are the chosen one", and then give them a countdown: "You have 24 hours to complete this mission!"
- **Post on social.** If there are folks that haven't responded by email, you can tag them with a post or private message on social media.
- **Ask in a different way.** Did you ask by email the first time? Maybe send a letter in the mail the second time. A multi-channel approach will help.

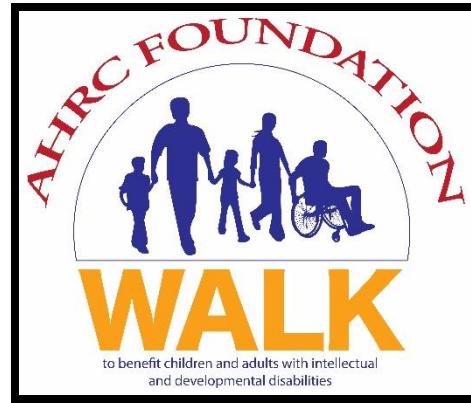


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GET CREATIVE

The word **FUN** is in **fundraiser** for a reason. So be creative, and have some fun with your campaign!

Here are a few fundraising ideas to help you get started:



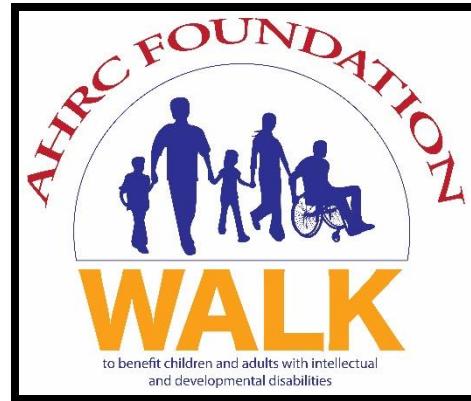
- **Bake Sale.** Pick a date and spread the word! Share photos or a short video asking for a donation in exchange for your baked goodies.
- **Facebook Fundraiser.** Did you know you can create a Facebook fundraiser right from your Participant Center? This is a quick and easy way to share updates and collect donations.
- **Create a theme** around your fundraising – raising money for your 42nd birthday? Send emails and post on Facebook with fun facts about the number 42, and tell people you will stop posting facts when you reach your goal.
- **Paint Night.** Get those creative juices flowing. You can even host a virtual art class and ask attendees to donate to your fundraising page.
- **Virtual Game Night.** Organize a game night for friends and family where people can join in for trivia or BINGO! Ask for a donation “entry fee” to your fundraising page.
- **Office Competition.** Ask if you can hold a funny costume or silly background contest during virtual meetings. Ask participants for a small donation to “enter” and encourage voting for a virtual prize!
- **Make a thank you video** and add it to Facebook every time someone makes a donation.



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TEAM CAPTAIN CHECKLIST

Thanks for joining us as a team captain! Here are some tips to help make your team's experience fun and successful.



1. **Register your team** and build your team page with personal stories, photos and motivating messages for your team.
2. **Recruit team members**, and tell them how to register and join your team. Aim for 10 team members – family, friends, coworkers.....
3. **Set a goal that everyone agrees on**. Aim high. Raise that goal each time you are close to achieving it.
4. **Encourage** your team members to connect their personal fundraising page to a Facebook fundraiser – a quick and easy way to receive donations.

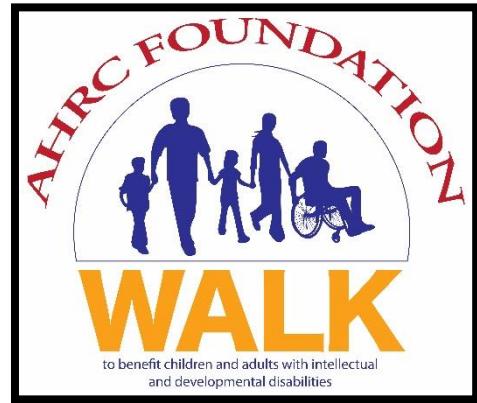


5. **Hold a team fundraiser!** The possibilities are endless. From a yard sale at a team member's house to a potluck dinner where you charge guests a small fee to attend – get creative.
6. **Use social media** to keep friends and family aware of your efforts, ask for donations, and thank supporters.
7. **WALK!**
8. **Capture the moment**. Coordinate a time to have your official team photo taken on Walk day. Make sure to share your photos with us on social media using #AHRCWalk.

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SAY THANK YOU

It's so important to acknowledge the support you receive. Here are a few creative ways you can say thank you:



- **Post a thank you video** every time you receive donation. It feels great to receive a personal thank you, and when others see your post, it will be a nice reminder for them to donate.
- **Use your Participant Center.** You can always use the thank you email templates provided in your Participant Center.
- **Say thank you during your event.** If you're hosting an event that your supporters will attend, you can thank them on event day. Consider creating a poster or sign that has everyone's name on it.
- **Post on social.** When you thank donors with a shout out on social media, they feel excitement.



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