



# CONGRATS!

You're now registered for the 2021 AHRC Foundation Walk!  
Let's spread the word about your participation and the fundraising goals you've set.



Walker Fundraising Toolkit  
**NEXT STEPS**

# 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 throughout all of Long Island.



## ABOUT THE AHRC FOUNDATION

The Nassau County AHRC Foundation is dedicated to granting financial support to AHRC Nassau, Brookville Center for Children's Services, Citizens Options Unlimited, Camp Loyaltown, Advantage Care Health Centers, and other community-based organizations that provide lifelong services and supports for children and adults with intellectual and developmental disabilities.

**WE ARE GRATEFUL FOR YOUR COMMITMENT AND TOGETHER WE WILL MAKE THE 2021 AHRC WALK THE BEST YET.**

# HOW TO GET STARTED

This guide provides step-by-step instructions to help you start your fundraising efforts for AHRC Foundation. Whether you join a fundraising team or fundraise on your own, every person who registers for AHRC Foundation's Walk has access to their own fundraising page. Your fundraising page can be used to reach out to your network of supporters – family, friends, coworkers – to help raise funds crucial to maintaining vital programs and services for children and adults with developmental disabilities who are supported by AHRC Nassau, Citizens Options Unlimited, Brookville Center for Children's Services, Advantage Care Health Centers, and other local organizations that provide similar services.

## STEP 1

**Register for AHRC Foundation's Walk at [ahrcwalk.org](http://ahrcwalk.org)**

Please see the REGISTER tab on the homepage for more information on how to register.

## STEP 2

**Edit and personalize your AHRC Walk fundraising page.**

Personalize your page with your photo, your own fundraising goal, and share a story about why you are supporting AHRC Foundation. Adding personal details, like a picture, helps to engage your donors.

## STEP 3

**Make the first donation to your page.**

If you are financially able, making the first donation to your own page shows donors your dedication to raising funds for the AHRC Walk AND it sets a bar for your donor's future contributions.

## STEP 4

**Reach out to your network!**

Start with the people closest to you, and then reach out to people who've asked you for support in the past, local businesses you frequent or anyone else you think will want to support you and AHRC Foundation's mission to benefit people with developmental disabilities.

**IF YOU NEED ASSISTANCE SETTING UP YOUR FUNDRAISING PAGE  
PLEASE CONTACT THE AHRC WALK TEAM AT  
516.626.1075, EXT. 1142 OR KHARRIS@AHRC.ORG**

# EMAIL TEMPLATE

Send a personalized email to your friends, family, colleagues, or anyone else you think would support you. Asking feels a little uncomfortable at first, but it's basically as simple as emailing everyone you know with a personal message that is heartfelt and sounds like you and well, is you. Your first batch of donations will come in, which feels great.

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## SAMPLE EMAIL

Hi [Friend or Family Member Name],

I will be walking, fundraising and celebrating people with developmental disabilities during the **2021 AHRC Walk!** This is an important awareness walk, and a powerful reminder that each of us can make a difference.

Funds raised from this event allow the AHRC Foundation to make grants to organizations on Long Island dedicated to creating a lifetime of opportunity for people of all ages with intellectual and developmental disabilities (I/DD). Each donation brings us one step closer to giving every person the opportunity to reach their full potential and have the chance to contribute to the world in some way. [You may want to insert your personal reason for walking here, and why this walk is important to you]

I have set a personal goal of \$XXX and need your help to reach it. No donation is too small. If you are able to, please consider joining me in making a difference by supporting my walk or joining my team. Here is the link to my fundraising page. [LINK TO YOUR PERSONAL PAGE]

Thank you for your support!

[YOUR NAME HERE]

*If you prefer, you can mail your contribution to me at the address below [add your address below] or directly to: AHRC Foundation/Walk at 189 Wheatley Road, #3, Brookville NY 11545. On the memo line of your check, please write my name and AHRC Walk.*

*For more information about the AHRC Foundation, how proceeds from the AHRC Walk are used, or other ways you can help, please visit [www.ahrcfoundation.org](http://www.ahrcfoundation.org).*

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- \* Don't forget - thanking people is key. Any way you do it. From your cell phone, to calling them out on social media, or even handwritten notes.



# TEAM CAPTAIN CHECKLIST

1.  **Register your team.**
2.  **Recruit team members**, and tell them how to register and join your team.
3.  **Set personal and team fundraising goals.** Remember, \$100 raised individually awards you with an AHRC Walk t-shirt and \$1,000 gets you into Champion Club.
4.  **Add your own personal story on your personal page.**
5.  **Share your team's success stories** by highlighting them in a weekly email or sending a handwritten note to friends, family, neighbors and co-workers.
6.  **Organize a team fundraising event or activity** to boost your fundraising total and build team morale.
7.  **Use social media** to keep friends and family aware of your efforts, ask for donations, and thank supporters.
8.  **Post photos of you and your team** on social media as you participate in the AHRC Walk challenges leading up to event day on October 17.
9.  **Double your money.** Contact your human resources department to find out if your company has a matching gift program. Encourage your donors and team members to do the same.
10.  **Join us on October 17** at Eisenhower Park for a celebration.

**Thank you for taking on the role of team captain.**

The AHRC Walk brings together families, friends, and supporters to take action, unite and celebrate the strength of AHRC Foundation and its families. Your leadership and dedication will impact the lives of people with intellectual and developmental disabilities.



# SET YOUR TEAM GOAL

## USE THE CHART BELOW TO CREATE YOUR TEAM FUNDRAISING GOAL

\$	<b>Number of walkers:</b> _____. Try to recruit 10 walkers. Encourage each walker to raise a minimum of \$100. Ask friends, family, neighbors, co-workers to join your team
\$	_____ <b>Champions will raise \$1,000+.</b> We encourage each team to have at least 1 Champion Club member.
\$	<b>Your personal fundraising goal</b> - lead by example and donate to yourself first.
\$	<b>Corporate matching gifts</b> - ask team members if their company has a matching gifts program.
\$	<b>Family letter-writing campaign</b> - the best way for a family team to raise money is to send a letter to everyone you know.
\$	<b>Vendor campaign</b> – ask team members to ask for donations from businesses they frequent.
\$	<b>Team fundraising events or activities</b> – create some fun activities to spur excitement and raise funds.
\$	<b>Total Team Goal</b>

**HAVE QUESTIONS OR NEED IDEAS?  
PLEASE CONTACT THE AHRC WALK TEAM AT  
516.626.1075, EXT. 1142 OR KHARRIS@AHRC.ORG**

# GET SOCIAL

Use social media – Facebook, Instagram, Twitter, LinkedIn - to let everyone in your network know why you walk.

- Share your “why” or tag family and friends you want to recruit to join your team.
- Include the link to your personal page and upload photos that tell your story.
- Ask family and friends to walk with you or make a donation.
- Tell others to share your message.
- Celebrate when you reach your goal!
- Include hashtags #AHRCWalk, #AHRCFoundation, and #AHRCwalkyourway.
- Say thanks – use social media to say a public “thank you” to those who have registered to walk or made a donation on your page to inspire others to do the same.

## SAMPLE POSTS

*Before the event:* I’m walking to celebrate people with intellectual and developmental disabilities and to improve their opportunities for happy, independent living. Please help me reach my goal of [\$xx] at [\[link to your personal page\]](#).

*Day of event:* Today’s the day and I’m [\$xx] away from raising my goal! Please take a step with me and donate to my efforts to improve the lives of people with developmental disabilities at [\[link to your personal page\]](#).

*After the event:* The AHRC Walk event is over, but you can still donate. Visit my personal fundraising page and donate now and help me reach my goal. Here’s the link [\[link to your personal page\]](#).

*Thank you:* I celebrated at the AHRC Walk today! Thank you to everyone who donated and cheered me on. This was important to me and together we will make a huge difference for people with developmental disabilities.

