



April 11, 2010

WALK FOR HOPE

WALKER MATERIALS OVERVIEW

Welcome to Walk for Hope 2010!

WALK DATE: Sunday, April 11
REGISTRATION: 1:30 to 2:00 PM
START OF WALK: 2:00 PM promptly
DISTANCE: Approximately 3-4 miles. Contact local center for exact route.

Enclosed are several pieces of information that should help you raise funds for WALK FOR HOPE.

- **Walker & Team Registration Form:** Complete this form and return to New Hope. Sending in the registration form in advance would be greatly appreciated. Consider forming a team this year!
- **Fundraising Tips for Walkers:** Easy ideas on how you can raise funds for Walk for Hope.
- **Walk Sponsor Letters:** Generic letters which you can use to ask people to support your Walk for Hope. Use the blank space at the beginning and end of the letter to personalize your letter.
- **Reply Envelopes:** There are just a few attached here, but you can always get more of these at our locations. Be sure to fill in the Walker Name, Walker Group (Team, if applicable), and Walk Location on the inside of the reply envelope.
- **Sponsorship Collection Form:** If you collect a donation from a sponsor directly, you can keep track of these donations with this handy form. Be sure to keep all donations together, and bring them with this form to the Walk, or turn them in prior to the day of the Walk.

QUICK TIP

Keep a few copies of the letter and reply envelopes with you, even in your car. You never know when you might run into someone who would be a great person to ask for support!

If you need additional copies of materials, please visit New Hope online at www.nhm-pa.org or call your local center for assistance. ***Thanks so much for Walking for New Hope!***

Starting Points:		For more information, call your local center:	
Dillsburg	Logan Park	Dillsburg	432-3053
Dover	Lehr Park	Dover	292-3441
Mechanicsburg	Trindle Spring	Mechanicsburg	766-7333
	Lutheran Church	Executive Office	432-2087



WALKER & TEAM REGISTRATION FORM

PRE-REGISTRATION APPRECIATED



YES! I will WALK FOR HOPE on April 11th!

Please complete this form and return to your local New Hope Center in advance, or on the day of the Walk.

Walk Location: Dillsburg Dover Mechanicsburg

Walker Name: _____

Team Name, if applicable: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Walker: You must sign the waiver below before you walk. If you are under age 18, a parent or guardian must also sign.

I, the undersigned, waive and release all causes and claims of action and claims for damages against New Hope Ministries and the directors, staff and volunteers thereof for injury or illness arising from or caused by my participation (or my child's participation or the participation of a child for whom I am guardian) in the Walk for Hope. Further, I hereby grant New Hope Ministries, Inc. permission to use, without payment for use, any photographs of me or of the child for whom I am signing this waiver, or that include me or the child for whom I am signing this waiver, taken by New Hope or on their behalf at their Walk for Hope for publication in fundraising and/or public relations efforts such as newsletters, brochures, newspaper articles, displays, films, etc.

Signature

Parent's/Guardian's Signature

Date

New Hope Ministries is a Christian social service agency that shows the love and hope of Christ by serving our neighbors in times of need and supporting their efforts toward stability.

Dillsburg Center

6 North Second Street, Dillsburg, PA 17019
Phone: 717-432-3053 Fax: 717-432-9789
Email: dillsburg@nhm-pa.net

Mechanicsburg West Shore Center

15 State Road, Mechanicsburg, PA 17050
Phone: 717-766-7333 Fax: 717-766-7575
Email: mechanicsburg@nhm-pa.net

Dover Center

1836 Industrial Court, Dover, PA 17315
Phone: 717-292-3441 Fax: 717-292-9154
Email: dover@nhm-pa.net

Executive Office

211 South Baltimore Street, Dillsburg, PA 17019
Phone: 717-432-2087 Fax: 717-502-1642
Email: info@nhm-pa.net

Visit www.nhm-pa.org for more information, and to download additional Walk forms.



Walk for Hope

Fundraising Tips for Walkers

There are so many ways to reach out to your potential sponsors. Decide which one works best for you and each donor! Use these tips and suggestions to help jump-start your fundraising for Walk for Hope.

Step 1: Set Your Goal

Set a high—but not impossible—goal and tell everyone what it is. They will want to help you succeed.

Step 2: Make a List

Make a list of EVERYONE you know. Everyone includes friends, family, co-workers, neighbors, your hairdresser, local businesses you frequent—don't exclude anyone. Next, decide how much you will ask each person to give. Donors will give more if you ask them for a specific amount. Aim high: most people are flattered rather than offended if you think they can give more than they can. Remind them that all donations are tax-deductible. Don't forget to make a donation to your own fund-raising campaign. This sets the example for your donors to follow and demonstrates how important this cause is to you.



Step 3: Ask!

Ask potential donors to sponsor you by following this process:

- **WHAT** – Tell the potential donor what you are doing. In this case, you're walking and raising money for New Hope Ministries.
- **HOW** – Tell the potential donor how this is going to help. Be sure to refer donors to the New Hope website: www.nhm-pa.org
- **WHY** – Tell the potential donor why doing this is important to you. Convey a personal story, if you can.
- **NOW** – Ask the potential donor to join you right now by making a contribution of XX dollars. Remember to ask for a specific amount. Then stop! Once you've asked for the money, don't continue explaining anything. Let the potential donor think about it and answer.

Step 4: Acknowledge

If your potential donor says "Yes", then say "Thank You!" If your potential donor says "No", then say "Thank You for your consideration." "No" is an unavoidable word. Some people on your donor list will, for any number of reasons, decline to make a contribution. If you ask enough people you'll get "no" as well as "yes" so just keep asking! Sometimes in fund raising, "no" really means "not now" or "not that much." Some potential donors might reconsider a gift another time or in a different amount.

Other Tips to Consider



Ask Face-to-Face or by Telephone

Making an in-person ask is best when you know the potential donor well

Be Persistent

There's one major reason why most potential donors have not yet sent in a contribution: they forgot. More than likely they want to support you but have simply been busy and appreciate a reminder.

More Ideas on the Other Side!



Creative “FUNd-raising” Ideas

- Design and place a “collection jar” for change at your office desk
- Send out a creative email to your friends and family asking for their support
- Put Walk flyers or postcards on your desk
- Hang flyers in your office break room, community center, or church
- Get permission to offer dress down days for \$5
- Hold a fund-raising party to ask friends and neighbors to support you. Have a barbeque, spaghetti dinner, or a fun theme!

HOW TO RAISE MORE THAN \$200 IN ONE WEEK

- **DAY 1:** Begin by putting in your own contribution of \$10.
- **DAY 2:** Ask three members of your family to sponsor you for \$10 each.
- **DAY 3:** Ask your employer to contribute \$25 (and ask about matching funds).
- **DAY 4:** Ask three friends to contribute \$10 each.
- **DAY 5:** Ask five co-workers to sponsor you for \$10 each.
- **DAY 6:** Ask five neighbors to contribute \$10 each.
- **DAY 7:** Ask three businesses you frequent for a contribution of \$10 each (your dry cleaner, grocery, doctor, hair stylist or favorite restaurant, etc.)

What about Forming a Team?

Teaming up with co-workers, friends, and family members makes participating in Walk for Hope more enjoyable! As a Team, you can make an even bigger difference: raise more funds, get a workout together, and spend time with others for a great cause! All you need is a group of at least four walkers, and a creative Team name!



Team Fund Raising

Teams often incorporate both traditional and innovative approaches to fundraising. In addition to your letter writing campaigns, you can hold a neighborhood and community event such as car washes, rummage sales, and bake sales. Your team can create a catchy name and design your own t-shirts and posters.

How to Register as a Team: As Easy as 1-2-3!

1. Choose a Team name and inform your Teammates what it is.
2. Have your Teammates register themselves, and then use the Team name.
3. Set goals and work together to make your Walk for Hope experience something incredible!



New Hope Ministries is a Christian social service agency that shows the love and hope of Christ by serving our neighbors in times of need and supporting their efforts toward stability.

www.nhm-pa.org



Walk for Hope

SPONSORSHIP COLLECTION FORM

Thanks for walking for New Hope! As a walker, you are encouraged to personally contact your sponsors, either in person, by telephone, or by mail. To assist your fundraising efforts, New Hope has a supply of reply envelopes and letters for your use. Your sponsors are encouraged to simply return the reply envelope to New Hope's Executive Office, or donate online at www.nhm-pa.org. If you collect donations directly from your sponsor, you can use this form to keep a record of each donation. On the day of the Walk, please bring this form and the donations with you, and you will also receive a print-out of the sponsorship donations that New Hope received. **Thank you for your support!**



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City/State _____ Zip _____
Amount \$ _____ Check Cash

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Additional sponsorships may be listed on the back of this page.

SPONSORS: New Hope Ministries is a 501(c)(3) nonprofit organization—contributions to which are tax deductible to the fullest extent permitted by law. The official registration and financial information of New Hope Ministries may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. A tax receipt/gift acknowledgement will be issued by New Hope for all contributions of \$25.00 or more. Thank you!

Front Page Total: \$ _____ **Back Page Total: \$** _____ **Grand Total: \$** _____

Name _____

Address _____

City/State _____ Zip _____

Amount \$ _____ Check Cash

Name _____

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Amount \$ _____ Check Cash

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Address _____

City/State _____ Zip _____

Amount \$ _____ Check Cash

Thank you for getting
sponsors and
Walking for Hope!!





April 11, 2010

WALK FOR HOPE

For more than 26 years, neighbors helping neighbors!

PO Box 448 Dillsburg, Pennsylvania 17019
Phone (717) 432-2087 www.nhm-pa.org

On April 11th, **I'm walking** in the *2010 Walk For Hope*

To do so, I am in need of sponsors, and humbly ask for your support. All proceeds from Walk for Hope benefit New Hope Ministries. If you are unfamiliar with New Hope, they are a Christian ministry that provides human needs assistance for over 6,500 low-income individuals annually. From assistance centers in Mechanicsburg, Dillsburg and Dover, New Hope provides clients with food, crisis housing assistance and help with utilities, transportation and medical needs.

Will you sponsor me with a *generous gift to New Hope?*

The course is approximately four miles and I am asking sponsors to contribute a tax deductible gift based on my participation.

Please complete and return the enclosed envelope with your gift to New Hope.

Even simpler, go online at **www.nhm-pa.org**. Click on ***DONATE NOW*** in the left column. In the ***COMMENTS*** box, simply include my full name, my WALK location, and my team name, if applicable.

If you would like to join me on my walk, registration is from 1:30 to 2:00 PM. and the *Walk For Hope* will begin promptly at 2:00 PM. Join me, and we can walk together!

Let me thank you in advance for helping me support this very worthwhile organization. I do appreciate it. THANK YOU!

New Hope Ministries'

WALK FOR HOPE

Spring is here and you can help fight hunger and poverty in our local community.

Starting Points

Dillsburg: Logan Park

Dover: Lehr Park

Mechanicsburg: Trindle Spring
Lutheran Church

New
HOPE
Ministries 

For more information:

Dillsburg	432-3053
Dover	292-3441
Mechanicsburg	766-7333
Executive Office	432-2087

www.nhm-pa.org



Don't walk alone - Form a Team!

T-shirts, prizes, fun - all for a great cause!

Sunday, April 11

Registration 1:30–2:00 p.m.

Walk starts 2:00 p.m.

Go to www.nhm-pa.org to download your Walker Packet today!