



A Benefit For New Hope Ministries

# Fundraising Tips for Walkers



Sharing Christ's love by meeting human needs

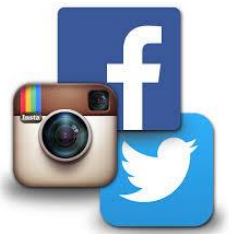
There are so many ways to reach out to your potential sponsors. Decide which one works best for you and each donor! Use these tips and suggestions to help jump-start your fundraising for Walk for Hope.

## 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!

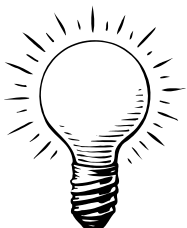
Ask potential donors to sponsor you by following this process:

- **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](http://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!



*Sharing Christ's love by meeting human needs*

***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](http://www.nhm-pa.org)**