

WALK AND 5K RUN FOR LIFE

FUNDRAISING GUIDE

STEP 1:

Personalize Your FundEasy Page

Fundraisers who take the time to personalize their FundEasy page raise around **30% more** than those who just use the default settings.

Pro-Tip: This is EASY to do from your smartphone!

1. Add a Welcome Message: Why are you Walking/Running for Life with the Pregnancy Clinic?

2. Upload a photo. You have space for 5 photos.

3. Modify your goal. Your FundEasy page automatically assigns a \$150 goal. Most of us can reach higher. Challenge yourself and your friends/family by setting a goal that seems just out of reach.

Parents: Kids get a FundEasy page and can raise funds, too (see the [Kids Fundraising Guide](#)). Help them personalize their FundEasy page.

The screenshot shows a FundEasy fundraising page for the '2019 Walk and 5k Run for Life' event. The page title is '2019 Walk and 5k Run for Life' with an 'Edit Title' button. Below the title is a large photo of three people running on a grassy hill under a blue sky. To the right of the photo is a profile section for the fundraiser, Sharon Patten, with a 'Walker/Runner' role and location 'Severna Park, MD'. The beneficiary is 'Pregnancy Clinic Ministry, Annapolis, MD'. The page shows a 'My Goal' of \$300 and 'Amount Raised' of \$0. The 'Percent Raised' is 0%. A 'Time Remaining' counter shows 139 Days, 10 Hours, 07 Mins, and 00 Seconds. Below the photo is an 'Add Photos or Video' button. At the bottom, there is a 'My Welcome Message' section with a 'Write a Message' button and a list of prompts: 'Tell us more about yourself...', 'Who are you?', 'Why are you raising funds?', and 'Why should others support you?'. On the right side, there are buttons for 'Record Offline Gift' and 'Online Gift', and a 'SPREAD THE WORD' section with social media icons for Facebook, Twitter, LinkedIn, and Tumblr, along with a 'Fundraiser Page Link' and a 'Bookmark this page' option.

www.walkandrun.org

Contact Angela (angela@pregnancyclinic.org) or Sharon (patten.s@pregnancyclinic.org) with questions.

FUNDRAISING TIPS AND TRICKS

STEP 2:

Share Your Link & Raise Funds

Now that you have a personalized, unique FundEasy page, you start raising money! Remember: if you raise \$150 or more by Sept 6, you will receive a free commemorative shirt.

- ❑ **Give to Yourself.** Others will appreciate that you are devoting Time and Resources.
 - ➔ **Pro-Tip:** Randomly contribute \$1-2 to your fundraiser so that your total doesn't end in \$0 or \$5. People like to see round numbers, and donors will likely contribute \$3 or \$4 more to round out your total.
- ❑ **Contact the people who sponsored you last year.** Thank them for their past support, and invite them to consider a donation this year. Direct them to your FundEasy page.
- ❑ **Share your link on Facebook.** Do this a few times before the day of the walk/run. We've drafted some possible post ideas and calendar in the [Fundraising Tips](#).
- ❑ **Email your link.** People are busy, so again, you might need to send a few emails. There's a sample in the [Fundraising Tips](#).
- ❑ **Research your company's matching gift program.** If your company matches gifts, you can double your dollars! Check with your Human Resources department.
- ❑ **Update your [FundEasy page](#) regularly.** Participants who update regularly raise more! This is easy from your smartphone, tablet, or computer. Let people know how close you are to reaching your goal!
- ❑ **Enter offline gifts onto your [FundEasy page](#).** Learn how on our [FAQ page](#).
- ❑ **Share your FundEasy URL.** We've created "[Sponsor Me](#)" cards to share your FundEasy page with others. Be sure to fill in your FundEasy URL details, as well as your name.
- ❑ **Say Thank You.** Remember to thank every individual who helps you reach your goal. Let them know that by giving, they are actively joining the mission field in our community and spreading the truth, hope, and love of Jesus!

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FUNDRAISING TIPS AND TRICKS

STEP 3:

Event Day and Beyond

On Event Day:

- Collect any offline gifts (cash or checks).** Return these with your Sponsor Form.
- Get your shirt:** If you have raised \$150 or more by the deadline, stop by the Shirt Booth to collect your well-earned prize. (If you raised \$150 or more after the deadline, shirts will be available as supplies last.)
 - ➔ **Pro-Tip:** If you are a Runner, you can pick up your race packet and shirt on the packet pickup days. Details on the [Runner page](#).
- Walk and Run proudly.** 100% of your fundraising dollars will go directly to supporting the life-saving work of the Pregnancy Clinic. Generations of women, men, and children in our community will be impacted by your hard work. Thank you!

After the Walk/Race:

- Your FundEasy page will stay active for a month after the event.** After the race, send one last email and/or post once more, reminding your friends and family that you are still accepting donations, and giving them the link.



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