# Walk And Run For Life Fundraising Guide

## STEP 1:

## Personalize Your Fundeasy Fundraising 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!

**Parents/Families:** Consider registering as a family to create one fundraising page for the family to share. Learn how on our FAQS page. If you prefer that each family member has their own unique fundraising page, they'll need to register independently.

**Here's How:**
1. **Add a Welcome Message:** Why are you Walking/Running for Life and supporting the work of Wellspring Life Ministry?

2. **Upload a photo.** You have space for 5 photos. We've added a stock image already, but people will appreciate seeing your face!

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.

# Fundraising Tips and Tools

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## STEP 2:

## <u>Share Your Link and Raise Funds.</u>

Now that you have a personalized, unique FundEasy page, you can start raising money! Remember: if you raise $150 or more by Sept 1, you will receive a free commemorative shirt.

**Here's how:**

☐ **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!

## STEP 3:

# <u>Event Day and Beyond.</u>

**On Event Day:**

☐ **Collect any offline gifts (cash or checks).** Bring these with you to the event.

☐ **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 Wellspring Life Ministry. 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 message to your sponsors to say thank you! Don't forget to share your total, and a photo!

☐ There's still time to raise more. You can also send one final email to and/or post, reminding your friends and family that you are still accepting donations, and giving them the link to your page.