

# 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 your child is going to work towards the [Youth LifeSaver Award](#) or [Teen LifeSaver Award](#), 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.

The screenshot displays a FundEasy fundraising page for 'Cherry Smith's Page!'. At the top, there is a banner with the text 'BE Strong AND COURAGEOUS' and '2024 WALK & RUN FOR LIFE' over a silhouette of runners. Below the banner, the page title 'Cherry Smith's Page!' is centered. To the left is a smaller version of the banner. To the right, there are logos for 'Walker: Cherry Smith, Arlington Heights, VA', 'Wellspring Life Ministry', and 'Beneficiary: Wellspring Life Ministry, Annapolis, MD'. A progress bar shows 'My Goal: \$1,000' and 'Amount Raised: \$813'. A timer indicates 'Time Remaining: 44 Days, 01 Hours, 29 Mins, 50 Seconds'. The 'Percent Raised' is 81%. Below the progress bar, there are tabs for 'Details', 'Sponsors', 'Team', and 'Updates'. The main content area has a 'Welcome to My Page' section with a message from Bob Smith: 'Welcome to my fundraising page! I'm hoping to raise \$1,000 to support this organization - whose mission is near and dear to my heart. I appreciate that you're here, and interested in helping me reach my goal. Please take a minute to look at my page, and once you agree that this is a FANTASTIC organization to support, hit the give button and help me reach my goal! Thank you so much! Bob Smith'. Below this is a 'My Latest Update' section with a post from Tuesday, May 7, 2024 at 9:15 am: 'Thanks, Everyone! Just a quick update to say THANK YOU! To Sally, Bob, Krista and Stevie! I'm over half way to my goal & couldn't do it without you! I've been training for this event and think I'm ready - just need to reach my goal and I'm off to the races!'. On the right side, there is a 'Give' button, a 'SPREAD THE WORD' section with social media icons, and a 'GET INVOLVED' section with links for 'Event Web Page', 'Find Another Walker/Runner', and 'Register as a Walker/Runner'.

# Fundraising Tips and Tools

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## STEP 2:

### Share Your Link and Raise Funds.

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 notice that you are devoting your 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, so that your sponsors can easily find your profile.
- 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!

# Fundraising Tips and Tools

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## STEP 3:

### Event Day and Beyond.

#### On Event Day:

- Collect any offline gifts (cash or checks).** Bring these with you to the event.
- Get your shirt:** Walkers/kids who have raised \$150 or more, and Runners who have raised \$100 or more by Sept. 1 receive a commemorative shirt. Stop by the Shirt Booth to collect your well-earned prize. (If you earned your shirt after the Sept. 1, shirts will be available as supplies last.)
- 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, children, and babies 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.

