



## Fundraising Guide 2018

Ending homelessness will take a village. In fundraising for the Winter Walk, you will be tapping into your own village to not only raise money, but to be a voice to the issue of homelessness. This is an incredible thing and we are so grateful to have you on board.

Before you get started, we encourage you to take some time to learn more. Once you can speak confidently to Walk Winter and the issue of homelessness in Boston, you will find it much easier to speak on the issue, which in turn, will make you a more successful fundraiser. We've provided a few resources to get you started, a collection of facts, reports, and info on developments in prevention and support of homelessness. This is not a whole picture of all the issues around homelessness, and we encourage you to ask questions, dig deeper, and find out more. And we'll help you in every way we can. You can find the resources by clicking [here](#) or by visiting our website ([winterwalkboston.org](http://winterwalkboston.org)) and clicking our Resources section.

In addition, we want you to know all about the Winter Walk, and our amazing partners and friends. Below are short explanations of the Walk and our Partners that you may want to include in writing or speaking to potential donors:

### **What is the Winter Walk?**

The Winter Walk is an event and initiative that believes ending homelessness is within our reach. Our mission is to raise funds and awareness towards that goal, and to support organizations in Greater Boston that are working on prevention, support, and care for our homeless community.

The 2nd annual Winter Walk will be held on Sunday, February 11th, 2018. This 2 mile walk through the streets of Boston during the coldest month of the year will begin and end on Copley Plaza. Participants, housed and unhoused, will walk shoulder to shoulder and then share a meal together as we hear real stories of Boston's homeless population.

### **Where is the money going? Who are your partners?**

100% of funds raised by participants and donors to the Winter Walk will be given to our partner organizations to support critical programs serving our homeless community. Our partners include:



**Boston Health Care for the Homeless Program** provides lifesaving — and life changing — health care to Boston's homeless individuals and families and delivers compassionate and skilled health care to 11,000+ of Boston's most vulnerable neighbors.

**Bridge Over Troubled Waters:** Bridge Over Troubled Waters offers a comprehensive range of services and programs for homeless youth ages 14 to 24 in Boston in a positive and safe environment. BOTW believes every kid deserves a chance for a healthy, productive, independent life.

**Brookview House:** The Brookview House is an organization for women and children experiencing homelessness that not only provides a safe place to live but support services and programs to confront the root causes of homelessness and transform lives. Its innovative approach addresses the distinct needs of each family member, preparing families for long-term stability and independence. Brookview's commitment to improving the lives of homeless and at-risk families extends beyond its own walls, offering its programs to families within the local community as well.

**Pine Street Inn:** Pine Street Inn provides a comprehensive range of services, including permanent supportive housing, job training and placement, emergency shelter and street outreach to more than 1,900 homeless men and women each day. Founded in 1969, Pine Street is the largest resource for homeless men and women in New England.

**Y2Y:** The nation's first student-run overnight shelter providing a safe and affirming environment for young adults experiencing homelessness. Y2Y provides opportunities for both guests and volunteers to become the next generation's leading advocates for youth-driven solutions to homelessness.

We are also incredibly grateful for our friendship with **Common Cathedral** and **MANNA** at St. Paul's Episcopal Cathedral. Common Cathedral is an outdoor church for people experiencing homelessness, and their friends. MANNA (Many Angels Needed Now and Always) is a ministry of and with the homeless community in downtown Boston. Both provide incredible work and programming for housed and unhoused individuals.

Now that you are armed with information, below are some ideas to help with a successful fundraising campaign for the Winter Walk.



**Organize:** Start with a basic outline of your fundraising campaign. What is your goal amount to raise? When would you like to complete this goal by? Once you have that information, work backwards to when you should begin your reach-out and if you would like to ask for specific amounts. If possible, give yourself a goal end date with a good buffer time before the walk - you'll want to give yourself and your potential donors a comfortable period of time to work within before the event.

**Ask.** Be willing to ask everyone you know for a donation. You will likely need to ask more than once, and that's OK (you know how easy it is for an email to fall off your radar!). Send a few follow-ups if you haven't heard back. If you get them on the phone or in-person, even better. Make the direct ask and hopefully you'll get a yes or a no right away.

**Be specific.** Share your fundraising goal with your potential donors and tell them how they can help. Give them the date you would like donations in by, and send them the link to your team page. If you're asking in-person or on the phone, text or email that link to them right after you talk. Remember, you are asking them for help in your efforts, so make their job easy.

**Make it personal.** Share why you're doing this, and why you feel that the cause of Winter Walk is an important one. You have the ability to forge another connection to the cause of ending homelessness, which is valuable even if they do not give.

**Express gratitude.** Your potential donor came through - that's great! Now do not forget to thank them in a thoughtful and sincere way. A nicely written email works, but a phone call is even better.

**Matching Gifts.** Ask those who donate to look into their company's gift matching policy. Many businesses will match employee donations, and this little step could double their contribution.

**Be creative.** Incorporate your fundraising campaign into your email signature, use your social media accounts, and be sure to use the trickle-down effect! Ask your donors if



they're interested in helping you raise more and share within their own network.

**Your Fundraising Page:** If you have signed up to walk with us, either in person or as a virtual walker, our registration and fundraising platform, Classy, makes it easy to do peer-to-peer fundraising! You are automatically set up with a page, and you can customize it as little or as much as you would like. You can add stories, photos, send messages, and add your own personal style. Share your page with your friends, family, and colleagues. Ask friends to share with their friends. Begin fundraising and have fun!

**Sharing Your Page:** If you choose to email potential donors, a personalized email over a mass email will be more effective.

Here are a few example emails to work from:

**1) Subject Line: Join my Winter Walk effort!**

Hi \_\_\_\_\_,

In a few months' time, I will be participating in a two-mile march during one of the coldest months of the year to raise awareness and funds for the Winter Walk, an organization making strides towards ending homelessness. 100% of the funds raised for the event will go to five incredible local service organizations: Boston Health Care for the Homeless Program, Pine Street Inn, Bridge Over Troubled Waters, Brookview House, and Y2Y Harvard Square. I am committed to helping the Winter Walk provide support for Boston's most vulnerable men, women, and children. I have set a goal of raising \$\_\_\_\_\_ for the organization before I step through the start line.

Please consider supporting my efforts by making a donation to my fundraising page (insert hyperlink to your page) and/or attending one of the upcoming fundraising events I am organizing (elaborate on details).

To date, I have raised (insert number or percentage of goal) and need your help to reach my final goal. You can help by donating, and also sharing my page with your friends.



## 2) Subject Line: Winter Walk 2018 - Will you help me?

Hi \_\_\_\_\_,

Happy New Year! I hope all is well.

I'm writing to ask for your help on a fundraising campaign I am working on for Winter Walk (coming up on February 11, 2018!).

Winter Walk is a 2-mile walk through Copley plaza during the coldest time of the year to raise awareness and funds for Boston's homeless individuals and families. 100% of funds raised by the event go to their five partner organizations: Boston Health Care for the Homeless Program, Pine Street Inn, Bridge Over Troubled Waters, Brookview House, and Y2Y Harvard Square. These organizations bring homeless folks in the Greater Boston area everyday services like meals, shelter and healthcare, but also address longterm needs like job training, housing placement and youth development.

I would love if you would join me in this effort. Right now, I have a fundraising goal of \_\_\_\_\_ to make before my goal date of \_\_\_\_\_. I am asking loved ones and friends to consider a \$25 to \$100 donation, but would appreciate any contribution you could make. Here is the link to my fundraising page \*insert link here\* if you are able to donate.

If not, would you consider sharing the event with your friends on Facebook? This small step will really help spread the word and get Winter Walk on people's feed. Here that link:

Thank you so much for considering!

With that, you have what you need for a successful fundraising campaign! Thank you for your efforts and we'll see you at Winter Wall 2018.