



Tips for Success

For Organizations and Houses of Worship:

- Speak to your congregation during worship to tell them about how real people are positively impacted by the funds they raise. This will inspire them to participate and raise additional funds.
- Host a children's mini-walk at your House of Worship and provide a small prize to the children who collects the most money. Prize examples: Gift cards (\$5 - \$10) to Ben & Jerry's, McDonald's, etc.
- Have a competition between classes (either school based or Sunday school class). The class that raises the most receives a group prize (i.e., pizza party, ice cream social, movie night, bowling party, etc.)
- Provide a lunch for walkers after the worship service on the day of the walk.
- Ask returning walkers to provide individual encouragement to potential walkers with your congregation or organization.
- Entice with complimentary baked goods. Set-up a table outside of the sanctuary with homemade cookies. Make an announcement during service that everyone who makes a donation today will receive a homemade cookie.
- Create a thermometer poster or a footprint poster. Place your fund-raising goal at the top of the image and place milestones along the side. Each week, take a red marker and color in the poster to show our fund-raising process. The poster is visual and helps keep people excited about the progress being made.
- Speak with Sunday school classes EARLY ON to remind them about the walk. If you are working with teens, promise them a meal after the walk.
- Make time to speak with each class about the walk every week.
- Make walker recruitment announcements during worship service.
- REMIND students they can get several service hours for school for this one event!
- Communicate the NEED – tell the story of why these funds are needed.
- Have all walkers stand up each Sunday during service not only to recognize them but to also encourage others to participate by giving to them.
- Select a few students and have them serve as recruiters.



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For Individuals and Small Groups:

- Ask families with kids to do the walk together as a family activity.
- Don't be afraid to ask people to walk.
- Don't be afraid to ask people for a donation.
- Consider asking for a specific amount based on the person's ability to give. Encourage online donation – make it easy for people to give.
- Send personal letters to friends and family members. Enclose a stamped self-addressed return envelope to make it easy for them to mail their donation back to you.
- After you send your initial “ask” email to the people on your donor prospect list follow-up with a reminder emails every ten days. Also, send a reminder email the Friday before the walk.
- If you are raising money online, upload all of your contacts so that they will receive an email asking for their financial support. Ask those people to share your email with their friends and family.
- Share personal stories when you have come into contact with the “face” of poverty.
- Don't be afraid of rejection – you are not asking for yourself!
- One week after the walk send thank you letters to all donors. Tell them about the walk.
- Be passionate. Ask Boldly. Set a goal and make it audacious. Make your own sacrificial gift.
- Send INDIVIDUAL emails, not email blasts.
- Keep calling.
- Ask people in person. Tell them it is fun. Tell them it is good exercise and that it is for a great cause.
- Be sure to ask EVERYONE who has walked with your team in the past. They are usually already hooked.
- Ask your friends, family, co-workers and House of Worship members to give. Share with them how the money is used to help others.