

BECAUSE NO ONE WITH INFERTILITY SHOULD WALK ALONE

Fundraising TOOLKIT



@walkofhoperesolve
@resolveinfertilityorg



@resolveorg



resolve

THE NATIONAL INFERTILITY ASSOCIATION

DONATE NOW AT RESOLVE.ORG/WALKOFHOPE

Welcome to the RESOLVE *Walk of Hope*

Thank you for giving of your time and talents in fundraising for RESOLVE! We are so grateful for you and your passion for the community we serve. Each dollar that comes into RESOLVE is used with the utmost of care to not only achieve our mission but to grow it. Your fundraising allows us the unrestricted funds to grow our support groups, raise public awareness, increase our access to care programs, and be the community we need to be for every person struggling to build their family. RESOLVE was such a comfort to my husband and me when we were on our family building journey. I know how impactful it was for me and what a difference it made for us. That is what drives me each day – knowing we can make a profound positive difference in the lives of so many. Thank you for choosing to raise your voice and sharing your story. Together, we can change the status quo and make a real difference!



Barbara Collura – President & CEO, RESOLVE

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WHAT IS THE WALK OF HOPE?

The *Walk of Hope* is a fundraising event that benefits RESOLVE: The National Infertility Association's mission to ensure that all people challenged in their family building journey reach resolution through being empowered by knowledge, supported by community, united by advocacy, and inspired to act. Get involved in three easy steps:

- 1 Find a Walk of Hope at **www.resolve.org/walkofhope**. Register, then set up and personalize your own fundraising page.
- 2 Ask your friends, family, and co-workers to donate in your honor. It's a great way for them to support you and a cause you care about.
- 3 Walk one mile in solidarity with those who have struggled and who continue to struggle to build their families.

WHY DO WE WALK?

We walk as a community because we want EVERYONE who is struggling to build a family to have access to information, emotional support, and any family building option that is right for them.

At the *Walk of Hope*, participants are provided with ways to advocate for access to care for themselves and others. Participants are encouraged to explore self-care and personal growth while on the family building journey. In addition, friends, family, professionals, and those who have resolved their family building will have the opportunity to support those who are currently on their journey.

HOW MUCH DO I HAVE TO FUNDRAISE?

There is no required fundraising amount for RESOLVE's *Walk of Hope*, but we recommend setting a \$250 fundraising goal to start. Participants are required to raise a minimum of \$50 to receive a signature *Walk of Hope* t-shirt.

Prizes will be awarded to fundraisers who raise certain amounts. See all the prizes at **resolve.org/walkofhope**.

YOUR FUNDRAISING MAKES A HUGE IMPACT



Your in Action



National Infertility Awareness Week® (NIAW), founded by RESOLVE in 1989, is the largest public awareness campaign that addresses the public health issue of infertility. NIAW media coverage includes features by CNN, Forbes, Good Morning America, Today, Refinery29, and more.

Website: www.resolve.org offers wide ranging information on the family building journey.



Support Groups: RESOLVE maintains a network of peer and professionally led support groups which provide local support for people struggling to build a family. As of 2019, there are 270 support groups in 43 states and Washington D.C.

Helpline: RESOLVE offers a free helpline, 866.NOT.ALONE (866.668.2566), that connects callers to trained volunteers who have experienced infertility.



RESOLVE fights for the rights of women & men struggling to build their families.

State Advocacy: As of 2019, 21.8 million people access to IVF and/or fertility preservation (FP) insurance coverage due to our state advocacy efforts.

Federal Advocacy: A record-breaking 234 advocates attended 174 scheduled meetings at RESOLVE's annual Federal Advocacy Day in Washington D.C. to educate our lawmakers about issues that matter to our community.



Coverage at Work: A total of 381,260 employees have IVF benefits due to RESOLVE's Coverage at Work initiative.

"INFERTILITY IS A DISEASE AND A PUBLIC HEALTH ISSUE AND IF TREATED AS SUCH BY FRIENDS AND FAMILY, EMPLOYERS, THE MEDIA, INSURERS AND LAWMAKERS, THOSE THAT EXPERIENCE INFERTILITY WOULD FEEL MORE SUPPORT AND BE ABLE TO REACH THEIR RESOLUTION."

Rebecca Flick – Chief External Affairs Officer, RESOLVE



Your Donations / at work ☆



\$25

covers the daily cost of monitoring state legislation to ensure that no bills are passed that threaten family building options such as IVF, adoption, and surrogacy. (A total cost of \$175 per week; \$750 per month).



\$60

supports one day of RESOLVE's Helpline program - a free service to those in need of one-on-one support.



\$125

underwrites the cost for RESOLVE to recruit and train one media volunteer to present positive images and accurate information to the media regarding infertility and adoption issues.



\$150

covers the online costs to instantly mobilize grassroots support when legislation threatens family building options.



\$250

covers the daily cost of keeping the RESOLVE website updated with education and support resources on family building options for men and women with infertility. (A total cost of \$1,750 per week)



\$425

underwrites the cost of arming a RESOLVE advocate to fight for financial relief through changes in public policy.



\$500

underwrites recruiting and training a volunteer to offer one new RESOLVE support group in a community with no local RESOLVE services.

FIVE EASY STEPS TO THE FUNDRAISING ASK



1

Identify the need you are trying to address.

2

Personalize it. Explain why it is important to you.

3

Share what you are doing about it.

4

Ask your donor to take a specific action.

5

Pause and give your donor a chance to consider and respond.

Here are examples of great "asks," using the steps above:

“Nationwide, couples are struggling to build their families because of barriers to access to treatment and other family building options. I'm grateful I had the opportunity to build my family, but I will never forget my tireless journey. And that's why I'm fundraising for RESOLVE's *Walk of Hope* this year, to ensure that people struggling with infertility have the access to care they need to build their families. With your help, we can ensure RESOLVE can continue to fight for access to care to all family building options. Will you support me by donating \$50?”

OR

“1 in 8 couples struggle to build their families due to infertility issues. Unfortunately, so many men and women with infertility suffer in silence and, as a result, they feel isolated. As someone who is part of the 1 in 8, I'm grateful to have a community to remind me that I am not alone. And that's why I'm fundraising for RESOLVE's *Walk of Hope* this year, to ensure that those who are struggling with infertility also know that they are not alone. Help me ensure that RESOLVE can help more people find the support and resources they need while making life changing decisions in their family building journey. Will you support me by donating \$50?”

FIVE EASY STEPS TO THE FUNDRAISING ASK

STEP 1:

Identify the need you are trying to address.

"Nationwide, couples are struggling to build their families because of barriers to access to treatment and other family building options."

"1 in 8 couples struggle to build their families due to infertility issues. Unfortunately, so many men and women with infertility suffer in silence and, as a result, they feel isolated."

STEP 2:

Explain why it is important to you.

"I'm grateful I had the opportunity to build my family, but I will never forget my tireless journey."

"As someone who is part of the 1 in 8, I'm grateful to have a community to remind me that I am not alone."

STEP 3:

Share what you are doing about it.

"And that's why I'm fundraising for RESOLVE's *Walk of Hope* this year, to ensure that people struggling with infertility have the access to care they need to build their families."

"And that's why I'm fundraising for RESOLVE's *Walk of Hope* this year, to ensure that those who are struggling with infertility also know that they are not alone."

STEP 4:

Ask your donor to take a specific action.

"With your help, we can ensure RESOLVE can continue to fight for access to care to all family building options. Will you support me by donating \$50?"

"Help me ensure that RESOLVE can help more people find the support and resources they need while making life changing decisions in their family building journeys. Will you support me by donating \$50?"

STEP 5:

Pause and give your donor a chance to consider and respond.

Don't talk yourself out of a donation!
Give your donor time to think and respond.

BEYOND THE ASK: SEVEN TIPS FOR FUNDRAISING SUCCESS

1

Make a self-donation

Donate to your own fundraiser to get the momentum started and set the tone. Fundraisers who make a self-donation are proven to raise more than those who don't.

2

Ask Everyone

When you are fundraising, you need to ask everyone you come into contact with in the course of a day, a week, a month, or a year. And we mean everyone: your friends and family, your neighbors, your hair dresser, your barista, literally everyone! Be sure to ask anyone you pay for a service, like your doctor, your dentist, or your dog's veterinarian. You have no obligation to share your story. Share what you are comfortable sharing and keep your ask to your closest friends and family.

3

Ask BIG

If you ask someone for \$10, you will probably get \$10. But if you ask for \$100 or \$200, you might get it, or a smaller amount like \$50; they probably won't donate just \$10. You don't lose anything if someone gives less than you ask. But you are losing out on big donations if you don't ask for very much. Remember — you are doing something BIG here. So ask BIG.

4

Make it urgent

Create a sense of urgency by setting an overall fundraising deadline that is just a few weeks away. The sooner the deadline, the more urgent the call to action.

5

Use social media

Direct donors to your fundraising page on social media. By linking directly to your fundraiser you make it easy for them to donate and their gift can be just one click away.

6

Follow up

Haven't heard back from someone you asked for a donation? Reach out again! We're all busy and a reminder can help ensure that you don't lose any opportunities. Be sure to include a link to your personal page!

7

Pursue matching gifts

Many companies have matching gift programs that will match all or part of their employees' donations to charitable organizations like RESOLVE. Programs vary by employer, so ask your donor to check with their Human Resources department to find out if they are eligible, or **visit RESOLVE's workplace giving web page**.

THE IMPORTANCE OF TEAMS

There are three reasons why participating in RESOLVE's *Walk of Hope* is better as a team:

- Being on a team can strengthen existing relationships and create new ones.
- The team environment provides companionship, support, and motivation.
- Participants on a team typically raise more money than individuals.

If you aren't already participating in the *Walk of Hope* with a team consider leading your own as a team captain.



Do you have what it takes to be a team captain?

You'll be an amazing team captain if you...

- Invite others to join your team.
- Set a team fundraising goal.
- Fundraise, fundraise, fundraise!
- Share personal stories of why improving the lives of people struggling with infertility is important to you.
- Help coordinate team fundraising activities.
- Celebrate your team members' successes.
- Keep the team informed about event details and available fundraising resources.
- Encourage your employer and team members' employers to get involved by joining the team, becoming an event sponsor, or matching donations.
- Organize team meetings, gatherings and celebrations.
- Thank your donors and remind team members to do the same.
- Ask for help if needed.
- Have fun! Don't forget to find a fun way to show your team spirit at the event.

TEAM CAPTAIN GUIDE

Team-building timeline:

- 1 Decide to be a team captain!
- 2 Set up a team fundraising page.
- 3 Decide how big you'd like your team to be (this is called your "recruitment goal").
- 4 Decide whom you'll invite to join your team. Start with your closest connections – friends, coworkers, family members, or those people you see on a weekly basis.
- 5 Ask people to join your team! Pick up the phone or set a coffee date if you can, because in-person asks are the most effective. If you can't call, then email! The number one reason people join your team is that they are asked.
- 6 Follow up with anyone who hasn't given you a "yes" or "no" to join your team.
- 7 Post messages on social media to let people know about your team building.

Team motivation

Being part of RESOLVE's community of like-minded supporters is a great motivation. But it's important to remember that your attitude and enthusiasm will determine how motivated your team is. Here are some ways to provide an extra boost of motivation to your team members:

Host a team kick-off. Gather your teammates for an informal get together to launch your fundraising. It's best to supplement these meetings with food and beverages to make it feel like a party and not an obligation. Take pictures to post on your fundraising pages and social media!

Create some friendly competition among team members. Here are some simple challenges that you can establish for your team members. The prizes for these titles don't have to be elaborate – in fact, sometimes bragging rights are enough.

- Who can raise the most money in one week?
- Who has received the largest donation to date?
- Who has sent out the most personal fundraising emails?
- Who has made a personal donation?
- Who has the highest goal?
- Who has met and increased their goal?

Keep your team updated on event day details.

Send your team members thank-you notes.

Let them know how much you enjoyed their company and appreciate their contributions.



FUNDRAISING WITH YOUR TEAM

Share these three fundraising tips with your team members to help them meet and exceed their fundraising goal:

1

Set a goal. Talk to every team member about setting a fundraising goal for RESOLVE's *Walk of Hope*, and challenge them to set the bar higher. Setting an ambitious goal not only motivates them, it motivates you as their team captain, and it motivates other fundraisers. You'll show your team members that everyone shares in the responsibility of fundraising.

2

Make a personal donation. Making a donation to your own fundraiser shows your team members that you are committed to this cause and to your team's success. Encourage them to do the same – you should be the first person to contribute to your fundraiser.

3

First, ask the people most likely to donate. Make a list of all the people you know and rank them, starting with the people you're closest to. First ask those most likely to donate. Those early donations will build confidence and momentum.



OTHER TEAM-FUNDRAISING IDEAS

There are endless opportunities to fundraise collectively, as a team. A few include:

- Bake sale
- Car wash
- Casual day at work
- Garage sale
- Lemonade sale
- Paint night
- Potluck dinner
- Ping pong, tennis, bowling, softball, or any athlete event

Remember to enter any money you or your teammates raise on the above ideas into the online fundraising website so that the funds can count toward your fundraising goal.

TEAM CAPTAIN TIMELINE

8-12 WEEKS

- Register team online
- Build a team & personal web page at resolve.org/walkofhope
- Set your team goals
- Begin recruiting team members via email, social medial, phone calls, and letters
- Find your **company's matching gift policy**
- Begin collecting donations – it's never too early

4-8 WEEKS

- Hold a team kickoff party & plan your own team fundraiser
- Continue recruiting team members
- Email your team with important *Walk of Hope* updates & information
- Continue collecting donations

2-4 WEEKS

- Host a team fundraiser like a chili cook-off or wine-tasting
- Email your team with weekly incentives & updates
- Be sure your team members are registered

1 WEEK

- Be sure you have all of the Walk day details from RESOLVE: time, location, parking, etc.
- Let your team know what time & where to meet at the Walk
- Collect any offline team donations & turn them in to RESOLVE

WALK DAY

- Meet your team at the assigned location
- Turn in additional donations
- Take a team picture
- Enjoy the day & celebrate the impact you are making with your team

AFTER THE WALK

- Collect & turn in additional donations
- Congratulate & THANK team members for their hard work
- Host a thank you wrap-up party & recognize top team members
- Start planning for next year!

Infertility Facts

What is infertility? As defined by The International Committee for Monitoring Assisted Reproductive Technologies (ICMART), infertility is a disease characterized by the failure to establish a clinical pregnancy after 12 months of regular, unprotected sexual intercourse or due to an impairment of a person's capacity to reproduce either as an individual or with his/her partner.

Infertility affects men and women equally. Approximately one-third of infertility is attributed to the female partner, one-third attributed to the male partner and one-third is caused by a combination of problems in both partners or, is unexplained. (ASRM; reproductivefacts.org)

Is infertility a common problem? Yes. About 6% of married women up to 44 years old in the United States are unable to get pregnant after one year of trying (infertility). Also, about 12% of women up to 44 years in the United States have difficulty getting pregnant or carrying a pregnancy to term, regardless of marital status (impaired fecundity).

What are the signs & symptoms of infertility? Often there are no signs or symptoms associated with an infertility problem. Listening to your body and getting regular checkups will help to detect a problem. Early detection and treatment of a problem are often critical in achieving successful pregnancy outcomes later.

The Affordable Care Act (ACA) does not require coverage for infertility treatments. Those states with an infertility mandate that covers IVF may have chosen an Essential Health Benefits (EHB) benchmark plan that includes the IVF mandate. The EHB impacts the individual and small group markets only in each state.

Insurance Coverage. 16 states have either an insurance mandate to offer or an insurance mandate to cover some level of infertility treatment. Ten of those states have an insurance mandate that requires qualified employers to include IVF coverage in their plans offered to their employees: Arkansas, Connecticut, Delaware, Hawaii, Illinois, Maryland, Massachusetts, New Jersey, New York, and Rhode Island.

Treatment. Approximately 85-90% of infertility cases are treated with drug therapy or surgical procedures. Fewer than 3% need advanced reproductive technologies like in vitro fertilization (IVF). (ASRM; reproductivefacts.org)

SOCIAL MEDIA POSTS

 @walkofhoperesolve
@resolveinfertilityorg
 @resolveorg
#walkofhope

There should be no shame in speaking about infertility. That is why I'm helping to break the silence surrounding fertility by fundraising for the @RESOLVE *Walk of Hope*. Please support me by joining my team and making a donation!

Most of us spend our teenage and young adult years hearing messages about preventing pregnancy. Then it seems that everyone goes silent when there is a struggle. The @RESOLVE community helps those struggling with infertility find their voice. Help me ensure they are not alone. Please donate to my team!

I want ANYONE who is struggling to build a family to have access to information, medical care, emotional support, and the family building option that is right for them. That's why I'm fundraising for RESOLVE's *Walk of Hope*. Will you donate to my fundraiser (link to your fundraiser here) today?

Infertility is COMMON. It affects 1 in 8 couples. Chances are, someone you care about is affected by infertility. Help me ensure @RESOLVE can continue to improve the lives of those facing infertility. Please support me by joining my team and/or by making a donation!

People often hesitate to talk about #infertility, but the more we talk about fertility the less of a stigma there becomes. Through @RESOLVE's *Walk of Hope* more people will realize they are not alone. Support my *Walk* team by making a donation!

As one of the 1 in 8 who have faced fertility challenges, I'm proud to be fundraising for @RESOLVE's *Walk of Hope* to support the amazing people in my life who've been through it too. Please support me by donating or joining my *Walk* team today!

DON'T FORGET TO:

- **Link to your personal fundraising page in your post.** You can customize your link through our online fundraising platform, Classy. Login to your personal fundraising page at resolve.org/walkofhope and select your *Walk* location.
- **Include a direct ask.** Ask your followers to make a donation to you or your team, and invite them to support you by joining your team.
- **Tag RESOLVE** on Facebook: @resolveinfertilityorg and on Instagram: @resolveorg
- **Use the hashtag** #walkofhope



Contact us

We're here to help you

Your participation matters to us, and we are here to help. Contact our *Walk of Hope* team at **walkofhopeinfo@resolve.org** or **703-556-7172** if you need assistance helping your team reach amazing fundraising heights.

Offline donations can be made out to RESOLVE: The National Infertility Association and sent via to RESOLVE's headquarters, 7918 Jones Branch Drive, Suite 300, McLean, VA 22102.

NOTE: Offline donations will not show in your online total until received & recorded by RESOLVE.

Thank you again for your commitment to RESOLVE's *Walk of Hope*!



@walkofhoperesolve
@resolveinfertilityorg



@resolveorg

#walkofhope



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