

easterseals

Walk With Me

Team Captain Kit





You've signed up as a team captain! Now what??

FUNDRAISING

Fundraising for Easterseals will help support hundreds of local children with special healthcare needs, and for that WE THANK YOU! By raising money for Walk With Me, you will help ensure that kids with disabilities receive early intervention and the personalized care needed in order to live-out their dreams.

Working together to raise funds will make the greatest impact - and that's where we come in. We'll share our best tips and online tools to help you raise money and beat your fundraising goal by the time you're slipping into your sneakers for Walk With Me.

The biggest thing to remember in fundraising is the mission! The sooner you start sharing your "Why" story, the sooner you will see the donations come in! Follow these easy steps to make sure you meet and exceed your goal:

Get
Started
Now!

- Log into your Walk Center
- Spread the word to join your team
- Download the Easterseals Walk With Me app on your smart phone
- Send out reminders
- Thank, thank, thank!



Ok, I know I need to get started... but how??

Sample Fundraising Timeline

Week 1: Log into your Walk Center and invite to join your team

Week 2-4: Spread the word, get people to join your team, and start coaching your team to get those donations in (post at least 2x a week on your social accounts, call, email and text!) Include countdown of how much time is remaining (urgency message).

Week 5-7 Encourage your team by emailing and posting your progress, coach them to send out their own emails and posts

Week 9 Walk day! Thank, thank, thank!

Who could you ask for donations?

- Friends
- Family members
- Co-workers
- Facebook friends
- Twitter Followers
- Instagram Followers
- Colleagues in Networking Groups
- Neighbors
- Businesses you patron

Need ideas?

Call Stephanie Ford at
Easterseals
386-944-7834 or
sford@esnecfl.org



The mission is key!

Honorary Ambassadors





What Inspires You to Walk?

Personalize your "Why"

1. Personalize your website. Add a picture, a short paragraph on what you're doing, include information about yourself and if you are walking in honor of someone.
2. Promote Easterseals! All monies raised will benefit Easterseals Northeast Central Florida - who are dedicated to providing services to children in our community who need it most!
3. Put up a fundraising goal...\$500 is a great goal to start with, but there is nothing stopping you from raising more money. Set your own goal and encourage people to help you reach it!
4. Add an incentive for people to donate. Make donating a contest for your friends and family. For example: Let people know that for every \$25 they donate, they will be entered into a drawing for a great prize. Be creative, offer to bake cookies, raffle off tickets to a game you can't attend, give away a bottle of wine you've been holding onto...
5. Link your fundraising page to your social networking sites. Your webpage has some really great tools to connect your page to everything you do!

Need help?

Stephanie Ford sford@esnecfl.org 386-944-7834



Spread the Word

Sample email or letter

Hello Family and Friends,

Hope you are doing well! I would love your help with an event I'm doing. I have signed up for the Easterseals NECFL Walk With Me Event to raise money for our local organization. Easterseals provides many services for 1 in 5 Americans facing life-altering disabilities- and their families.

TEAM (**insert your team name**) goal is to raise \$500 (**or insert your team goal**) and I would GREATLY appreciate if you could help by donating TODAY. Even \$5 will help!!!

For more information about the services Easterseals offers in our community, click this link:
(**insert link to Easterseals Northeast Central Florida**)

Thank you for your support,
(**Insert your name**)

Dear Friends and Family,

I am super exciting about participating in the Easterseals "Walk With Me" event coming up on April 26th at the Jackie Robinson Baseball Stadium in Daytona. I have registered a team (Insert team name) and our goal is to raise (Insert amount).

I need your help to reach my goal by making a 100% tax deductible donation to my website here:
(insert your website URL)

You may also send checks or money orders made out to:

Easterseals, ATTN: Walk With Me, 1219 Dunn Avenue, Daytona Beach FL 32119

Sincerely,

(Your name here)

Need help?

Stephanie Ford sford@esnecfl.org 386-944-7834