



NWPP's Walk-a-thon Fundraiser Checklist

Set up Your Page

When you register for NWPP's 42nd Walk-a-thon you will have access to your own fundraising page. Start by adding a photo that you like and share why you are participating in the Walk. From your fundraising page you can set your fundraising goal, share your story, create a Facebook fundraiser, and so much more!

Donate to Yourself

It might seem strange to donate to your own fundraising page but making a self-donation shows your dedication to the cause. Even a small contribution makes a difference!

Make it a Team Effort

If you don't want to do it alone, create a team and fundraise together! Then start inviting your team members from the site. We've found that email invites are one of the more effective and personal ways to recruit new team members. However, you can always copy the message and send it through text or social media.

Ask for Donations

Ask for support in person or by phone! Decide who you will be asking to donate. To get started, make a list of people to ask for support, such as: Family, Friends, Neighbors, Co-workers, or Members of groups you're a part of.

Send Emails

Whether using the email tools in your Fundraising Dashboard or your personal email account, sending emails to your friends, family, and coworkers is a great way to get your message out. Share your story and include the link to your personal fundraising page if you're fundraising online. Don't be afraid to follow up if people don't respond! Send an email to all of your contacts; you may be surprised by who wants to support you! A mass email definitely works, but individual emails will really stand out.

Share Where the Money Goes

Tell your friends and family what their donations can provide and they'll be more likely to help.

- **\$25** provides monthly essentials like toilet paper, soap and laundry money for a senior with no income.
- **\$50** will provide an apartment application fee
- **\$75** will provide essential items, like bedding and towels, for a senior's new home
- **\$100** will provide a new bed for a senior when moving into a new home
- **\$500** will provide provides move-in costs to a new apartment.
- **\$1,000** provides a month of rental assistance for a senior client.

Set up a Facebook Fundraiser

Want to collect donations directly through Facebook? This year you can set up a Facebook fundraiser that feeds directly to your NWPP 42nd Walk-a-thon fundraising page!

Get More Social!

Share your participation on social media platforms like Facebook, Instagram, Twitter, or even LinkedIn. Tell your followers why you are participating, make it personal, and link it back to your fundraising page to make it easy for them to support you.

Use the hashtag **#WalktoKeepSeniorsHoused** and tag **@nwpilotproject** to be reposted from Northwest Pilot Project. ***See below for some pre-written post text, it's yours to use on all your social media platforms.***

Ask a Few More Times

The second or third time is the charm! Life gets in the way sometimes and a friendly reminder can be key. Make sure to provide updates on your fundraising goal so that people can see how close you are. (**Don't forget there are prizes on the line.**) Your family and friends want to support you - so don't give up!

Write Letters

Who doesn't love a piece of mail during this period of COVID-19 isolation. A personal letter/card always goes a long way; share your message about why you are fundraising for Northwest Pilot Project's low-income seniors.

Say Thank You

However, you secure a donation, do not forget to thank the donor. You can do so in a simple email, handwritten card, or phone conversation. You can also publicly thank them by celebrating their donation by tagging them in a post about your current fundraising successes. Remember, caring for over thousands of animals this year would not be possible without generous donors, and of course - YOU!

Spread the Word on Social Media!

Use the posts below as inspiration for fundraising. Fill in the blanks provided or edit them to fit your fundraising style. And don't forget to post some pictures, share your spirit for NWPP! If you need help with social media, feel free to contact Lindsey Leason, Development Coordinator at lindseyl@nwproject.org

Post 1: Have you heard? I've joined NWPP's 42nd Walk-a-thon, *Challenge to Keep Seniors Housed!* Donate to my page to help support a cause that is near and dear to my heart today. **[Insert a link to your NWPP's 42nd Walk-a-thon fundraiser.]**

Post 2: I'm lucky to have a home during the pandemic. Donate today to help seniors in our community find affordable housing! **[Insert a link to your NWPP's 42nd Walk-a-thon fundraiser. [Insert a link to your NWPP's 42nd Walk-a-thon fundraiser.]**

Post 3: Right now, so many senior citizens in my community are struggling to find affordable housing, but we have an opportunity to make a difference in their lives with Northwest Pilot Project. Will you please help me by supporting my fundraiser for NWPP's 42nd Walk-a-thon, *Challenge to Keep Seniors Housed?* You can be their hero — and mine. **[Insert a link to your NWPP's 42nd Walk-a-thon fundraiser.]**

Post 4: We could all use a little fun in our lives right now, so let's play a game. I'm supporting a cause I care about – Northwest Pilot Project - through the 42nd Walk-a-thon, *Challenge to Keep Seniors Housed.* For every \$10 donation I receive this week, I'll tell you what famous senior citizen you remind me of! Donate now to help the low-income seniors in our community and have a little fun! **[Insert a link to your NWPP's 42nd Walk-a-thon fundraiser.]**

Take the 10 Days, 10 Ways Challenge

Day 1: Show your commitment! Start by making your own donation of \$25, \$50, or more. Set up your personal fundraising page and unlock fundraising tools that will help you get the word out.

Day 2: Ask two family members for \$25 each.

Day 3: Ask a business you frequent to donate \$25.

Day 4: Ask five coworkers to sponsor you for \$20 each.

Day 5: Ask your boss for a company contribution of \$100.

Day 6: Ask five people you know from your extracurricular activities, such as sports, book club, or your child's activities, to donate \$10 each.

Day 7: Ask five friends to donate \$20 each.

Day 8: Turn it around! Ask someone who has asked you to support their cause to support you with \$25.

Day 9: Ask your company if they offer matching gifts.

Day 10: Activate your social media networks! Once you get the word out, you'll be surprised at the individuals who will support you — a high school friend, a college roommate, a former coworker. Give everyone you know a chance to say "yes!"



Thank you for all you are doing to support Northwest Pilot Project and the seniors we serve. We could not do it without you!