

2010 Fundraising Handbook



dedicated to healing.
advocating for change.

{www.barcc.org}

Thank you! As a participant in the 5th Annual Walk for Change, you have just become a member of an extremely dedicated and inspiring community of volunteers, staff and other Walkers who are all committed to the same mission that you: supporting survivors and ending sexual violence. As you begin preparing for the Walk for Change, you are sure to have some questions regarding fundraising-and all sorts of other things. You may not know where to start, what to ask or even who you should ask. Hopefully, this short handbook will help get you on the right track and meet--or even exceed--your fundraising goals.

And remember, you can always contact the BARCC offices at 617-492-8306 or events@barcc.org. We are happy to help!

Here's why some people **Walk for Change**:

For yourself "Walking last year with all those people showed me that I am not alone and that there are people out there who want to help"

For someone you know "When my friend was raped, I didn't know what I could do to show her I supported her until I heard about the Walk"

For your community "I knew sexual assault happened on campus, I just didn't know what to do. One of my friends told me about the Walk, so we decided to form a team."

Why do YOU Walk for Change??

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Start a Team:

Each year the Walk for Change is growing. Last year, with your help we exceeded all of our goals and reached over 1,100 participants! So, why walk alone? Start or join a Walk for Change team and let the fun begin!

****Did you know that there are special team rates for teams over 20? Contact our development office to find out more. 617-492-8306 or events@barcc.org**

Where can you find team members?

- Send an email or letter to everyone in your address book
- Invite Facebook friends through the Walk for Change event
- “Tweet” about it
- Mention it to a friend, family member or colleague the next time you see them
- Ask others at your place of worship,
- Ask members of your rec league, places you volunteer, gym buddies, teammates or reading group

Having a team helps people to stay focused and can even motivate a little “team rivalry” to see who can get the most donations, recruit more teammates or get the word out best.

Everyone you meet is a potential supporter...

You can never be too sure exactly who has been affected by sexual violence or who will care about this important issue. Keeping that in mind, it is important to include everyone possible in your fundraising efforts. Below is a list you can use to help you brainstorm. Don't be shy-many people and businesses would be honored to help you (whether in a big or small way) to help raise money for a cause that you believe in. If by chance, someone is unable to help you, don't get discouraged! You were still successful in spreading the word and raising awareness!

A list of people to help get you started:

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|------------------------------|----------------------|
| *Aerobics/Fitness Instructor | *Neighbors |
| *Aunts & Uncles | *Parent's Friends |
| *Book Club Members | *Teammates |
| *Co-workers | *Social Clubs/Groups |
| *College Friends | *Dentist/Doctor |
| *Cousins | *Hair Stylist |
| *Friends | *PTA Members |
| *Teachers | *Grandparents |
| *Gym Members | *Friends of Friends |
| *Parents, Kids, Siblings | *Clients |

So, you have a fundraising page? Well here are some ways to make it stand out!

Make it personal:

- **Name your page**-make it anything you want: “KB is Walking for Change” or “Susan is Stepping Out to End Sexual Violence”
- **Put up a picture**-upload a picture of yourself, your pet, one of the Walk from last year or a picture you find online-it can be anything. To do so:
 - Click on “change this image”
 - Click “upload your own image”
 - Browse through any photos saved on your computer and pick the one you want to use, once you have done that, click the “upload” button.
 - You will see a preview of your picture, if like it click on “I’m happy with my image” if not, you can start again.

Make it powerful:

- **Set a goal** (and don’t be afraid to aim high), so that your donors can see how their contribution helps you to reach your goal.
- **Tell your story**-your donors want to know why this cause is important to you-take a moment and think about. Use these questions as a guide:
 - Why are you doing this Walk?
 - Why do you care about BARCC/stopping sexual violence?
 - What facts about sexual violence make an impact on you?

Make it interesting:

- Give your donors some **interesting denominations** as ideas for donations. Here are some of ours:
 - \$5 because you are walking a 5K to end sexual violence
 - \$24 the number of hours a day that BARCC volunteers are available to help survivors
 - \$83.71 the last four digits of BARCC’s hotline phone number
 - \$130 the number of dedicated BARCC volunteers
 - And any other ones you can come up with!
- **Tell people how their donation makes a difference**
 - \$25 helps us answer two hotline calls.
 - \$75 pays for medical accompaniment to a hospital emergency room by a trained volunteer.
 - \$200 supports the first three sessions of free counseling for survivors and their families.
 - \$1,000 allows a new volunteer or intern to attend BARCC’s comprehensive training program.
- **Add a video**-you can upload one right from You-tube—find out how at firstgiving.com

Get the word out:

- Now that you have a fabulous page, its time to **let people know!**
 - Send out emails to friends, family, colleagues, team-mates—any one!
 - Link your fundraising page to Facebook, tweet about the Walk and include a link to your page
 - Add a signature to all your emails and messages including a link to your page
 - Follow up, people get busy! Or perhaps they don’t like email-you can call, write a letter or ask in person-and yes people can donate off line.

Say “THANK YOU!”:

It’s really easy with Firstgiving-just personalize an email when you first set up your page and as each person donates they will get an **automatic thank you email** from you.

If you have any questions or would like more information as you are putting up your Firstgiving page-or anytime before the Walk-don’t hesitate to contact us at events@barcc.org or 617-492-8306.



Firstgiving is GREAT but it's not the only way to raise money to reach your goal!

Other Ways to Fundraise

- Collect all that loose change— you can even put a jar on your desk at work— call your campaign “Change for Change”—you can even ask local shops if you can put jars at their registers
- Encourage your supporters to find out if their work participates in matching gifts—it's a great way to double a donation!
- Ask a local business to donate a gift certificate or prize and have your team sell raffle tickets.
- See if a local restaurant or store will donate a percentage of a night/days profits to BARCC— don't forget to advertise it!
- Recycle—ask friends and neighbors to collect cans and bottles and donate the proceeds
- Host a “stay in” night—filled with 80's movies and popcorn— have everyone donate the \$10 they would have spent if you'd headed out to your goal
- Change your voicemail to let people know you are Walking for Change! It's a great way to spread the word.
- Have a party and get the food & drinks donated, charge party-goers a “door fee” that will go towards your Walk goal. (You can even have raffles or a silent auction at the event too!) —this one is great for the Superbowl!
- Sell candy, chips, bagels, donuts or coffee at your office, at your next group meeting, or from your dorm room. You may be able to get the items donated or at a low cost so that even more goes towards your fundraising.
- Ask your boss if they can donate a free day off and raffle off chances to win.
- Have a car wash! After all this salt from the winter, people will be looking to get a clean car, and happy to know their money is going to a good cause.
- See if your local VFW or other town venue will let you host a spaghetti dinner there—ask local supermarkets to donate the food. Keep it simple and charge a cover.
- Know someone who does in-home product parties (think Lia Sophia, Tupperware, or Tastefully Simple) see if you can host a party and have them donate part of the proceeds to the Walk.
- Ask a local pub to host a happy hour or trivia night and donate part of the proceeds or the cover charge to the Walk—don't forget to invite everyone out that night!

*Do you have your own unique idea?
Email us at events@barcc.org so that
we can share it with others!*