

AHRC WALK

Moving ahead, leaving no one behind.

Walkers Fundraising Packet





Who We Are

At the AHRC Walk, a community of people with intellectual and developmental disabilities and their supporters come together to show the world the importance of raising much needed funds and awareness about people with developmental disabilities.

Our Mission

The Mission of the AHRC Foundation is to empower people with intellectual and developmental disabilities to live productive lives, make their own choices about what's important to them, and participate fully in their communities.

Our Scope

Nassau County AHRC Foundation is a registered 501(c)(3) charitable organization that publicly solicits and receive funds for the benefit of individuals with intellectual and developmental disabilities, including autism. Thousands of children and adults benefit from the Foundation's support to organizations such as AHRC Nassau, Brookville Center for Children's Services, Citizens Options Unlimited and other community-based organizations serving those with special needs.

Our Work

AHRC Foundation offers programs and services for people with intellectual and developmental disabilities and their families. Through our partner organizations, we're able to support a continuum of services that span a lifetime. This includes: Residential Services; Educational Services; Job Training and Placement; Camp and Recreation; Healthcare; Family Support.

Moving Ahead, Leaving No One Behind

Coming together for a common goal, friends, families, corporations, and organizations form fundraising teams to raise funds to enrich the lives of people with developmental disabilities. This culminates in a fun, inspirational and family-centric celebration on Walk day.



Who Do You Know?

Find Out Who Will Support You

We find that the most successful fundraisers are those who aren't afraid to ask friends and family for support. They will want to help you because AHRC matters to you! Use this list below to get started.

Make a Phone Call to:

1. Parents
2. Sisters
3. Brothers
4. Aunts/Uncles
5. Cousins
6. Children
7. Nieces/Nephews
8. Grandparents

Send an Email to:

9. Dentist
10. Doctor
11. Babysitter
12. Attorney
13. Physical Therapist

Drop Off a Letter to:

14. Drycleaner
15. Hair Stylist
16. Pet Groomer/Vet
17. School
18. Manicurist
19. Supermarket
20. Gym

Others You Might Call or Email:

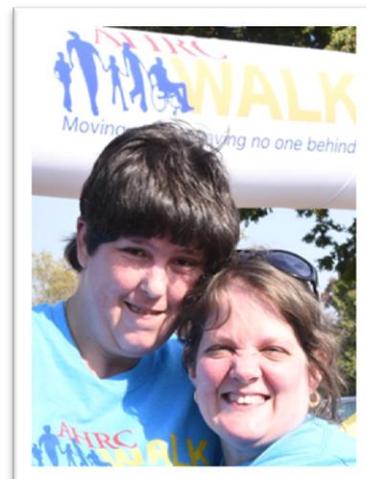
21. College Friends
22. High School Friends
23. Facebook Friends
24. Children's Friends
25. Children's Teachers
26. Neighbors
27. Parents' Friends
28. Co-Workers

Maybe You Know People From:

29. Work
30. School
31. Gym
32. Childcare
33. Place of Worship
34. Favorite Restaurant
35. Coffee House

Don't Forget.....

36. YOU can make a Personal Donation





How to Write a Fundraising Letter

You've set up your personal website, so now it's time to get fundraising! Here are a few hints to help get you started. Results show the sooner you start, the more you'll raise.

1. **Make a list of EVERYONE you know** — friends, family, neighbors, acquaintances, and business associates. You have just created your donor list. Need extra help? Use our Who Do You Know? list on page 2 of this packet.
2. **Ask far and wide! Include a call to action.** Many think the initial ask can be difficult, but it's easier to ask for their help if you tell everyone WHY you are doing what you are doing. Include your personal fundraising goal in the text, and suggest giving levels.
3. **Put your HEART into it.** This cause is important to you – share why. Include your personal story about why you've committed to participating and fundraising. Someone will donate to you because they know you, and want to support your efforts.
4. **Make it easy to donate.** Include a link to your personal fundraising page and encourage online donations. If mailing the letter, include a return envelope for them to send you their donation. Instruct them to make checks payable to AHRC Foundation Walk.
5. **Set a deadline.** People are always motivated by deadlines. We recommend that you set a deadline earlier than the Walk date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.
6. **Send a reminder.** Keep a list of those who donate. Send a reminder to those who have not yet donated. Include fundraising updates in your reminder. Let them know that you're doing well, but still have a little further to go to meet your goal. Sometimes reminder letters are more successful than original letters for bringing in the money.
7. **Send a THANK YOU card.** "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount.



Sample Fundraising Letter

In case you need some help, here's a sample for you.

Dear Friends and Family,

I will be participating in the AHRC Walk on Sunday, October 29th at Eisenhower Park. The purpose of this walk is to raise funds and awareness for people with intellectual and other developmental disabilities.

As many of you already know, my sister has a developmental disability and is supported by AHRC, so it's a cause close to my heart. Funds raised through the AHRC Walk allow over 2,200 people with developmental disabilities to live more fulfilling, self-directed lives. I'll be asking pretty much everyone I know to check out my page and donate if they can. I hope you'll help me reach my goal of raising \$200 - or more - by making a donation.

You can check out my fundraising page by clicking the link below. (link to your personal page) For more details about the Walk click this link:

www.ahrcwalk.org

Any support you can give will mean so much to me - I will keep you posted on my progress. Thanks for reading and helping me fundraise for Nassau County families who have loved ones with I/DD.

(YOUR NAME)





Social Media

We encourage everyone to use social media to help you succeed in your fundraising efforts. We have included some sample messages you can post on Facebook, Twitter, or LinkedIn. Social media networks reach far more than a phone call or email will and we know you can make a difference reaching out to yours!

Message One, after registration:

I've registered for the AHRC Walk. I hope you'll join me as we Move Ahead. I walk because <insert your reason for walking> and I'm asking for your support. Visit my webpage to learn more <insert hyperlink to your personal page here>.

Message Two, throughout campaign:

Did you know that AHRC supports more than 2,200 people with developmental disabilities to help them lead happier, more productive lives? I'm raising funds to ensure that these people will continue to lead the life they choose! Visit my webpage <insert hyperlink to your personal page here> to learn more and support my efforts!

Message Three, throughout campaign:

I'm halfway to my goal, and need only \$x more to reach it! Will you help me? Visit my page and make your donation today <insert hyperlink to your personal page here>.

Message Four, throughout campaign:

It's only two weeks before this year's AHRC Walk and I'm so excited to participate and make a difference in the lives of people with I/DD. <Share your personal reason for walking here>. Please support my efforts and visit my personal page to learn more! <insert hyperlink here>.

Message Five, after Walk:

Thank you so much to everyone who supported me in my efforts to raise money for AHRC Foundation. The walk was yesterday and it was amazing! I was able to raise <\$> and be part of <#of walkers> who raised a total of <\$total of walk>! Thank you for your help and check out my page if you want to learn more about AHRC Foundation. <insert hyperlink here>.

Key Points to Remember:

- Always include a link to your personal fundraising page
- Don't be afraid to post frequently.
- Publicly thank your donors on your page: Thanks to Jane Doe for her donation. Your support is so appreciated!



Make a Plan

Set a fundraising goal and then create a plan to help you get there. Here are a few suggestions!

Raise \$250

<input type="checkbox"/>	Ask 4 relatives for \$25 each	\$100
<input type="checkbox"/>	Ask 5 friends for \$10 each	\$50
<input type="checkbox"/>	Ask 3 co-workers or neighbors for \$10 each	\$30
<input type="checkbox"/>	Make your own donation!	\$25
		\$255

Raise \$500

<input type="checkbox"/>	<i>Email Campaign:</i> Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member.	
		\$500

Raise \$1000

<input type="checkbox"/>	<i>Email Campaign:</i> Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member.	\$500
<input type="checkbox"/>	<i>Partner with a Vendor:</i> Work with a vendor (i.e. Mary Kay, Stella & Dot) to host a party at your home. Ask for 20% of the sales to come back to AHRC Foundation.	\$300
<input type="checkbox"/>	<i>Casual for a Cause:</i> Host a dress down day at your office – charge \$5 to participate.	\$100
<input type="checkbox"/>	<i>Community Event:</i> Host an event like a basketball tournament, garage sale, car wash, etc.	\$100
		\$1000

