



Step Up for The Arc

**WALK  
& 5K**

**SATURDAY, APRIL 27, 2019  
THE HEADLINER, NEPTUNE**

# FUNDRAISER TOOLKIT

## CONTENTS:

Welcome	2
Why Fundraise?	3
Personalize!	4
Build Your Team	5
Go Viral!	6
Social Media Tips	7
Top Fundraising Strategies	8
Creative Fundraising Ideas	9

# WELCOME

Thank you for registering to walk or run at The Arc of Monmouth's 2019 Step Up Walk & 5K on Saturday, April 27 at The Headliner in Neptune. Our goal is to raise awareness for intellectual/developmental disabilities (I/DD) and to raise critical funds to support The Arc of Monmouth's many programs and services. Your support helps us accomplish this mission.

This fundraising toolkit is filled with helpful information and tips to ensure you have a fun and successful fundraising experience. If you have any questions or need additional support, please contact the Development Office at 732-493-1919 ext 125 or email [kpalmer@arcofmonmouth.org](mailto:kpalmer@arcofmonmouth.org).



## REGISTER ONLINE:

[www.arcofmonmouth.org/walk](http://www.arcofmonmouth.org/walk)

If you need help registering or setting up your personal fundraising page, please call 732-493-1919 ext. 125 or email [kpalmer@arcofmonmouth.org](mailto:kpalmer@arcofmonmouth.org)

# WHY FUNDRAISE?

At The Arc of Monmouth, we believe that people with I/DD are defined by their individual strengths, abilities, and dreams — not by their challenges. Step Up for The Arc is a statewide initiative with walks held locally by every county chapter to promote awareness, acceptance, and inclusion of people with I/DD in our community.

The Arc of Monmouth has held an annual walk for more than two decades. The Step Up Walk & 5K is a chance to bring families and friends together to support a common cause. All proceeds from this event go directly to The Arc of Monmouth's many programs, including residential services, vocational training and continuing education, behavioral healthcare, and recreation.

*When you register online, the form will ask if you want to create a personal fundraising page. Select YES!*

You can create a log-in or use your Facebook account to log-in.

1 Registration Details

2 Fundraiser Details

3 Summary

## Registration Detail

Virtual Runner/Walker (You)

Registration #1 of 1

### Enter your information.

Will you be creating a personal fundraiser?

Yes ✓

No

First Name \*

Last Name \*

Email Address \*

Phone

555-555-5555

Country

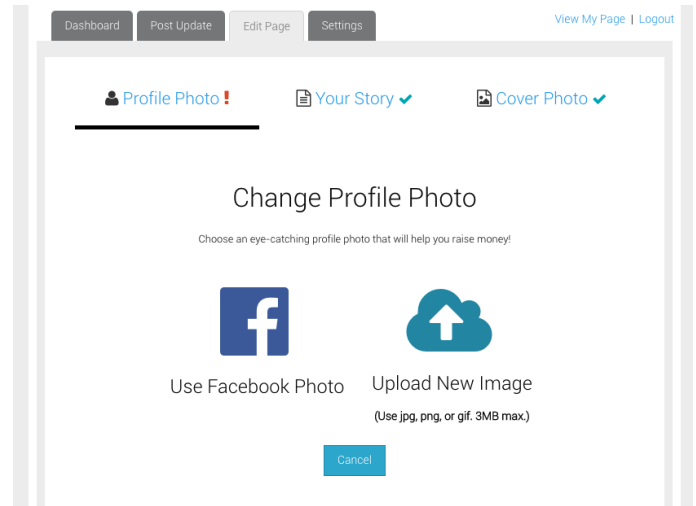
United States

Address

# PERSONALIZE!

## Upload your profile photo.

As a fundraiser, you can add an eye-catching profile photo directly from your Facebook or by uploading an image from your computer.



## Tell your story.

Explain **why you** care about The Arc of Monmouth and it's mission.

Tell a story—it's the best way to turn readers into supporters. People will be more likely to donate if they understand how important The Arc is to you and how their money really does make a difference in someone's life.

## TOP WRITING TIPS!

1. Be clear and direct. Use simple language and short sentences. This will make your story easier to read. Keep things honest and sincere. When people know why you care, they will care.
2. Read it out loud. This is the easiest way to spot grammatical errors, repetition, and any bits of your story that don't make sense. If a friend is nearby, ask them to read it too.
3. End with a "Call to Action!" Ask people to make a donation, share your campaign with their peers, or join your team. You've told your reader why they should care, help them take action to make a difference.





# BUILD YOUR TEAM

## Teamwork makes the dream work!

There is power in numbers. Join one of The Arc's teams.

Or, start your own team and recruit friends and family to join! Some groups make custom shirts or banners to show their team spirit on the day of the Walk & 5K.

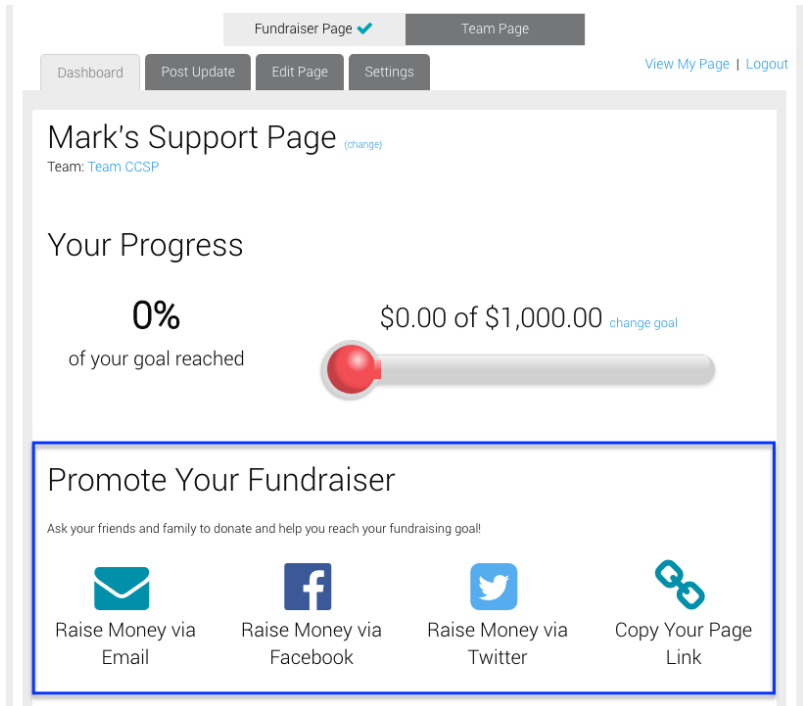
## Team Captains

Team captains can edit the team name, fundraising goal, and team profile information. Just like the individual fundraiser page, the team page has its own profile photo and story. Individual fundraising goals count towards both the team goal *and* the main event goal.



# GO VIRAL!

Sharing your personal fundraising page on social media is the easiest and quickest way to spread the word and get others involved. Use the buttons directly on your page.



## JOIN THE CONVERSATION

- Use the hashtag **#StepUp2019** when you post
- Share The Arc of Monmouth's social media posts for the Walk & 5K
- Make it personal—share stories about how The Arc of Monmouth impacts your life
- Say thank you! Social media is a great place to thank your donors publicly.

## RAISE \$100 EASILY

Ask **10** friends to donate **\$10** each

Ask **5** friends to donate **\$20** each



# SOCIAL MEDIA TIPS

## #STEPUP2019

### FACEBOOK



- Post photos, short videos, and text to your wall.
- Post a photo of yourself at a prior “Step Up for The Arc” Walk & 5K.
- Post a photo of the person for whom you are honoring.
- Record a video of yourself describing why you are fundraising.
- Ask friends to share your post on their pages to get more views.
- Training? Share your fitness goals and training milestones.

### TWITTER



- Write short tweets about your fundraising campaign.
- Keep the total message under 140 characters so it’s quick and easy to read.
- Include a relevant hashtag and the link to your fundraising page.
- Use emoji in your posts. Tweets with an emoji get more likes and retweets than tweets that are plain text.
- Don’t be afraid to include photos or videos, too.

### INSTAGRAM



- Share photos and videos related to your fundraising efforts or The Arc of Monmouth’s mission.
- Instagram doesn’t post active links in captions or comments. Instead, include the link to your fundraiser in your bio, and reference “Link to my fundraising page is in my bio, help me reach my goal.”
- On the day of the Walk, share live video in your story.



# TOP FUNDRAISING STRATEGIES

1. **START EARLY** The quicker you begin, the more time you have to hit your goal.
2. **SET A GOAL** Shoot for the moon, but set a goal that you can achieve. You can always raise it later.
3. **IDENTIFY PROSPECTS** Contact your closest friends and family first. These people are the most likely to donate, and will help you build up a solid foundation of donations. Try sending some quick personal messages to your inner circle to gain momentum!
4. **MAKE A CASE** Personalize your story. Help people understand how The Arc of Monmouth impacts you, your family, and your community.
5. **USE EMAIL** One third of peer-to-peer fundraising donations are raised through email. Don't forget to include the link to your personal fundraising page. Don't love email? Go old school and write cards or letters.
6. **USE SOCIAL MEDIA** Your fundraising page is built to be shared. Update your status, post pictures from past walks, share when you reach a fundraising milestone!
7. **BE CREATIVE** There are countless ways people raise money. Check out our next section to get some inspiration. Make it fun!
8. **ALWAYS SAY THANK YOU!** Be sure to contact each person who contributes to your page. Let them know how much their support means to you and how they are making an impact for people with I/DD.





# CREATIVE FUNDRAISING IDEAS

- Don't forget about corporate matching. Many companies match donations their employees make to nonprofits. You can double your impact!
- Host a jean day, a silly socks day, a hat day, etc. at your office or in your school. Have everyone donate \$1 to participate. March is Developmental Disabilities Awareness Month and April is Autism Awareness Month—two perfect excuses to get everyone involved!
- Garage sale. Declutter for a good cause! Clear out your closets and garage, sell things you no longer use or need, and donate the profits to The Arc. Recruit your neighbors for an even bigger impact!
- Use your skills to motivate donors. Do you bake a killer pie? Or make beaded bracelets? Reward donors who give a certain amount with special incentives. For example, every donor who gives \$50 or more gets a dozen of your homemade cookies.
- Using the “Step Up for The Arc” Walk & 5K to step up your fitness routine? Have donors sponsor your training miles... \$.50 or \$1 for each mile you run from now until the day of the race.
- Give it up. Unhealthy habits that is... instead of spending \$5 on coffee every day, challenge yourself to give something up and donate the money you would have spent instead.

**Put the FUN in FUNdraising!**



# THANK YOU!

We can't wait to see you at The Headliner on Saturday, April 27, 2019 when we Step Up for The Arc of Monmouth.

If you need any help setting up your individual fundraising page, your team page, or managing donations, please contact 732-493-1919 ext. 125 or email [kpalmer@arcofmonmouth.org](mailto:kpalmer@arcofmonmouth.org).

*The Arc of Monmouth is a 501(c)3 non-profit organization and contributions are deductible to the fullest extent allowable by law. Federal EIN: 21-0657022 NJ Charities Registration: #2292-0075*



*Achieve with us.*