



— Walk 'n' —

RUNFORHOPE

FUNDRAISING TOOL KIT

Thank you for joining us for the 2023 Walk 'n' Run for Hope!

Because of your support, OUR HOUSE continues to provide grief support services, education, resources, and hope to thousands of children, teens, and adults throughout Los Angeles County and beyond every year.

We know that fundraising can feel challenging, but setting a simple goal can be very rewarding. We suggest a fundraising goal between \$500 and \$2,500 per team.

Imagine, if you raise \$500, you are funding one child in a grief group for 10-weeks. If you raise \$2,500, you are sending a kid to Camp Erin-LA for a weekend. Of course, whatever you raise makes a meaningful difference in guiding a person from **grief** to **hope**.

If you have questions or need assistance, please contact me at 310-473-1511. Thank you for your support of the **OUR HOUSE Walk 'n' Run for Hope!**

Best,

Tanner Cipriano
Development Associate
tanner@ourhouse-grief.org



HOW TO GET STARTED

Set a GOAL!

Setting a goal is important. By setting a fundraising goal, you can keep your friends and family up to date with your progress, and it is a great way to motivate others!

When you register, it is easy to set up an individual or team fundraising page and share your goal on Facebook and Twitter...and of course, to email your family and friends. There are tools on your dashboard page to help you achieve your goal.

When you set up a team fundraising page, you become a team captain and you can share your page with others and ask them to fundraise towards your team goal. Every individual on the team that raises money contributes to your team goal. You can also fundraise as an individual with your own personal page. In this case, you set your own goal and people contribute to your goal.

START FUNDRAISING!

When you set up your page, make [the FIRST donation](#). This can be as little as \$50 or as much as \$100 dollars, or even \$1,000! Showing you are committed will motivate others to be committed as well. Fundraising is easy! Here is a formula for success:

1. Ask at least [TWO family](#) members to support you for \$50
2. Ask at least [FOUR friends](#) to contribute \$25
3. Get your [TWO coworkers](#) involved and ask them to give \$35
4. Do the neighborly thing and ask [TWO neighbors](#) to give \$25
5. Approach [TWO businesses](#) that you frequent to give \$50
6. Ask TWO people you know on [Facebook](#) to donate \$15

If you use the above formula, you will have already raised \$500. Double the amount of people you ask, or double the amount you are asking, and you will have raised \$1,000! Before you know it, you are fundraising!

Remember, if you raise \$2,500 you are sending a kid to Camp Erin-LA so...increase the goal and raise \$2,500! Of course, **ANY AMOUNT** you fundraise is appreciated!



Personalize Your Fundraising page

You can personalize your Dashboard page. Here is how you do it:

Step 1 - Log in to your Qgiv account with the email address that you used to register and password.

Step 2 - Once you are logged in, hover over the “My Fundraising Tools”, then click on “Edit My Page” in the upper right corner of the screen.

Step 3 - This will redirect you to your Personal Fundraising page where you can change your profile, add a note to potential donors, and see your goal and notifications. If you click on the circle avatar with your initials on the top left corner, you can edit the picture you would like displayed on your fundraising page.

Step 4 – Hover over the “My Fundraising Tools” again and then click on the button that says “Fundraising Dashboard” where you can invite others to donate and/or register through your team, customize your donation page URL, and edit your individual profile. When you click save, you will see whatever changes you made reflected in your Team/ Personal page.

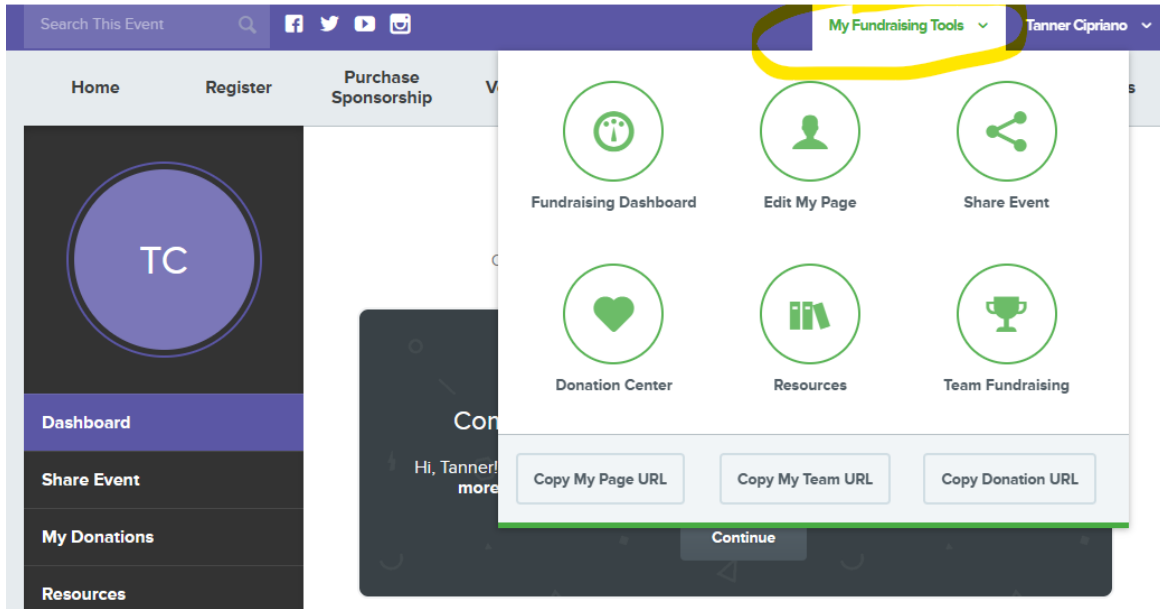
The Dashboard has tools for you!

- Add additional team members
- Promote via Email
- Promote via Social Media
- Social Auto-Post
- Contact Book

Step 1:



Step 2:



Step 3:

TC
OUR HOUSE Grief Support Center Walk 'n' Run for Hope o Associate Board
Tanner Cipriano
April 30, 2023 7:30am - 12:00pm

AB

My Personal Fundraising Page

Add a personal note to your potential donors here!

Share on Facebook Share on Twitter

100%
80%
60%
40%
20%
0%

\$35.00
achieved

\$500.00
goal

7%
of your goal reached

Step 4:

Search This Event f t v i

My Fundraising Tools Tanner Cipriano

My Fundraising Dashboard

Customizing your fundraising page will help you raise more money!
Creating a unique page for yourself is easy – all the tools are right here.

50% Complete

Complete Your Profile: Send a Fundraising Email

Hi, Tanner! Complete your profile and personalize your fundraising to connect with **more** supporters and raise **more** donations. It only takes a few minutes!

Continue

Go to My Fundraising Page

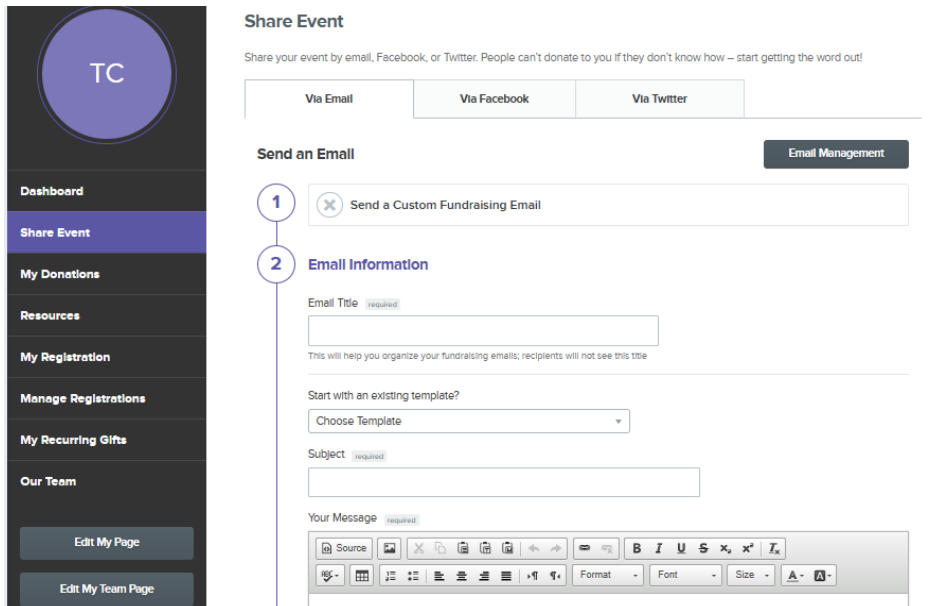
Use email to ask for donations!

Continue to fundraise by using the fundraising email section to engage with your network of supporters. With ready-made fundraising and recruitment templates, you are all set to start sending your emails!

Step 1 - Navigate to the dashboard following the steps outlined in the previous page. Click on the link on the left-hand toolbar that reads “Share Event” and then select “Via Email”

Step 2 - Select an email template from our automatically generated options or type your own message! Make sure to save your template if you made any changes that you want to keep!

Step 3 - Select the contacts whom you would like to send your email by choosing them from your Contact Book or enter in the email addresses of your contacts manually.



The screenshot shows a web interface for sharing an event. On the left is a dark sidebar with a circular profile picture containing the letters 'TC'. Below the profile picture are menu items: Dashboard, Share Event (highlighted in blue), My Donations, Resources, My Registration, Manage Registrations, My Recurring Gifts, and Our Team. At the bottom of the sidebar are two buttons: 'Edit My Page' and 'Edit My Team Page'.

The main content area is titled 'Share Event' and includes the instruction: 'Share your event by email, Facebook, or Twitter. People can't donate to you if they don't know how – start getting the word out!'. There are three tabs: 'Via Email' (selected), 'Via Facebook', and 'Via Twitter'.

Under the 'Via Email' tab, there is a 'Send an Email' section with an 'Email Management' button. A red circle with the number '1' highlights a text input field containing 'Send a Custom Fundraising Email'. A second red circle with the number '2' highlights the 'Email Information' section, which includes:

- 'Email Title' (required) with a text input field and a note: 'This will help you organize your fundraising emails; recipients will not see this title'.
- 'Start with an existing template?' with a 'Choose Template' dropdown menu.
- 'Subject' (required) with a text input field.
- 'Your Message' (required) with a rich text editor toolbar containing icons for source, undo, redo, bold, italic, underline, strikethrough, link, unlink, bulleted list, numbered list, indent, outdent, link, unlink, and a link icon.



Use social media to ask for donations!

You can Promote via Social Media directly from your dashboard! Facebook and Twitter are great ways to spread the word about fundraising and team recruitment.

Make sure you “like” the [Run for Hope Event Facebook page](#), and follow us on [Instagram](#) and [Twitter](#). We also recommend posting status updates with a link to your donation page to get the word out about your fundraising goal!

Simply navigate to the dashboard as shown in the previous steps and click on the link that reads “Share Event” and then select “via Facebook” or “via Twitter”.

Then it will ask you to log in to your own personal page where you can post updates and your own personal fundraising page.



HOW TO ENGAGE WITH DONORS

Do you need some ideas for how to engage with potential donors on social media? There are so many creative ways to use social media to fundraise. If you need some ideas, here are a few:

- 1.) **Email signature:** Change your email signature to include the link to your fundraising page so that each time you send a message, the recipient will get a reminder to support your fundraising efforts.
- 2.) **Change your Facebook profile:** Change your Facebook profile to the OUR HOUSE logo so that people will ask you about the Run for Hope.
- 3.) **Twitter: Tweet** that you are fundraising so that your friends can support you in your fundraising efforts.
- 4.) **Retweet: Retweet** news and information about the event.
- 5.) **Broaden your donor base:** Ask your donors to help spread the word about your fundraising by sharing their donation and encouraging their friends to donate. "Friends of Friends" often donate!
- 6.) **Get personal:** Make a video or share a picture of your training or post a picture from last year's Run for Hope.
- 7.) **Self-promotion:** Do not be shy about the hard work you have put into fundraising! Let your friends and family know where you are with your goal.
- 8.) **Share your thanks:** When somebody sponsors you, thank them publicly on social media by writing on their Facebook wall or tagging them in a picture. Everyone likes to be thanked!
- 9.) **ASK: Ask** people to sponsor you or even join your team. People liked to be asked!
- 10.) **GOAL: Tell** people your goal and ask them to help you achieve it!

RUNFORHOPE

CORPORATE MATCHING

Corporate gift matching programs are among the most efficient ways to meet your goals. If you are interested in taking advantage of corporate matching, ask your sponsors if their employers have a program available that matches personal donations.

Here is a partial list of companies in Los Angeles that match, but please check with your company to see if they have a matching program.

JPMorgan Chase Foundation
Los Angeles Times
Mattel
Merrill Lynch & Company, Inc.
NCR Foundation
Nissan North America, Inc.
Nuveen Investments
Safeco Insurance Companies
SAP Matching Gift Program
SBC Foundation
Sempra Energy Foundation
Starbucks Matching gifts Program
Teledyne Technologies
The Capital Group Companies, Inc.
The Prudential Foundation
The Union Bank of California
TimeWarner
United Way, Inc.
Verizon Foundation
Wachovia
Wellpoint Foundation
AIG SunAmerica, Inc.
Allianz Global Risks - U.S.
American Express Foundation
Amgen Foundation
AT&T Foundation
Automatic Data Processing
Bank of America Foundation
Bank of America United Way
Boeing
BP Amoco Foundation
BP Matching Fund Program

CA Matching Gifts Program
California Community
Charles Schwab Corporation
ChevronTexaco
CIGNA Foundation
Community Bank
DirecTV
Disney
Edison International
Exxon Corporation
GE Foundation
IBM Corporation
InterActiveCorp
J. Paul Getty Trust
J.P. Morgan Chase
Johnson & Johnson

If you receive a matching gift, forward the confirmation of your matching gift to tanner@ourhouse-grief.org by **April 20th** so that you and your team get credit.

WHO TO ASK TO SPONSOR YOU?

We know you are **EXTREMELY** popular so sometimes it is hard to narrow down whom to ask, **so** here is a quick checklist...

- Mother?** She loves you and is not going to say no.
- Father?** He will because your Mom did.
- Sister?** She will because your Mom told her to!
- Brother?** He will because he competes with your sister.
- Cousins?** Worth asking.
- Aunt?** She is happy you did not ask her to walk/run so she will do it.
- Uncle?** If your Aunt does, your Uncle will.
- Doctor?** They are happy you are exercising so they will.
- Boy/girlfriend?** Of course, they will. If not, refer to next line.
- Ex-Boy/girlfriend?** They want to get back together so they will.
- Dog walker?** For what you pay your dog walker, they had better sponsor you!
- Book group?** Yes, and they want to be part of your team too! Book groups rule!
- Teacher?** They will donate and turn it into a teachable moment for their students.
- Nail Technician?** They are hoping your feet will need some attention after the walk/run.
- Coach?** Yes...and they want you to do a marathon next.
- Accountant?** After all the money you just paid having your taxes done, they better!
- Barista?** Of course, and they will even give you a non-fat latte the morning of the run.
- Roommates?** Only if they do not have to do it.
- Cantor? Priest?** Yes, and they will send you on your way with a blessing.
- Neighbor?** If it means you will not be mowing the grass at 7am on Sunday...YES!
- ...oh...and do not forget to sponsor yourself!**

