CORPORATE PARTNER WALK & FUNDRAISING TOOLKIT

March 2018

#WALKINHERSHOES
walk.care.org
We are thrilled to have your support!

Welcome to CARE’s Walk In Her Shoes, and thank you for being part of a global community of advocates for social justice. Nationwide, and even around the world, amazing organizations like yours are standing — and walking! — in solidarity with women and girls in developing countries as they break through the barriers that hold them back.

This March, your company will join thousands of individuals and team members who will fundraise and walk in solidarity with women and girls who must walk that far each day simply to secure water and other basic needs for themselves and their families. While our walking is symbolic, the money you and your team raises will make a real contribution toward CARE programs that empower women and girls, improving their health and opportunity, expanding their access to a quality education — reducing the distance they must trek every day for their families.

Our goal is for your company to engage at least 175 employees in our efforts and help us raise $25,000. That is just $142 per person and your commitment may be matched by your company.

This Welcome Guide contains helpful information you need to know about CARE’s Walk In Her Shoes and how to make your efforts a success.

Thank you for joining us — and thank you for walking in her shoes.

Sincerely,

Michelle Nunn
President and CEO
CARE
Walk In Her Shoes is an employee engagement and fundraising program for CARE. It works in three easy steps:

1. Set up and personalize a fundraising page of your own at walk.care.org.
2. Ask your friends, family and co-workers for donations that support CARE programs empowering women and girls in poverty.
3. During March, organize a walk with your coworkers to express solidarity with women and girls in developing countries.

Why Walk?

In developing countries, women and girls walk long distances as they attend school, fetch water, collect firewood and tend to many other household chores. On average, they walk nearly 4 miles a day just for water.

While women and girls take this long journey every day, men and boys more often have the opportunity to attend school, develop community relationships and assume leadership positions within their communities. We believe that these opportunities should extend to women and girls, too.

Setting Up the Walk

Work with your leadership to determine if you will hold a large office walk or encourage individuals to walk on their own in small groups.

Where Does the Money Go?

Your fundraising will benefit CARE programs that help women and girls break through the barriers that hold them back, expanding access to a quality education, improving health, and increasing livelihood opportunities. For more information about where your money goes, see the section “Examples of Your Donations at Work” in this document.

How Much Do I Have to Fundraise?

There is no required fundraising minimum for CARE’s Walk In Her Shoes, but we recommend setting a $150 personal fundraising goal to start — because fundraisers with a goal simply raise more money than those without one.

At CARE we are grateful for your commitment to raising funds to support our efforts to end global poverty. As you work to fundraise you will earn prizes as you achieve certain milestones, starting with a Walk In Her Shoes t-shirt when you raise $100. See all prizes at walk.care.org/incentives.
Getting Started

You need at least one designated person — or more, depending on the size of your organization — to sign up as a team captain. The team captain(s) should recruit additional walkers, set up and personalize the team fundraising webpage at walk.care.org, and keep everyone excited and motivated.

People who walk on a team raise more money than individual participants, so consider splitting your team by division or department. A little friendly competition adds excitement and results in vastly more fundraising success!

Step by Step Activities

1. Set up and personalize your team’s fundraising page at walk.care.org.
2. Choose a team name.
3. Set a team fundraising goal and encourage team members to set individual goals.
4. Update your fundraising page with success stories and progress. Share updates often on social media.
5. Recruit team members from among your organization’s employees, as well as their families and friends. Each team member will register online for the event as part of your team, and each will receive his or her own individual fundraising page, which also will link to your team page. In this way, members’ individual fundraising efforts will contribute to your team’s fundraising total. (There is no cost to register).
6. In March, walk in solidarity with women and girls in developing countries. Team members can walk individually, or you can organize a large group-walk for greater visibility and camaraderie. Share it on social media using #WalkInHerShoes!
7. Invite others to join your team and follow up if you haven’t received a response. Identify team ambassadors to help with recruitment.
8. Kick off fundraising by making your own donation.
9. Organize team meetings, gatherings and celebrations, including a kick-off! A brownbag lunch information session can be a great way to recruit team members and get things started.
10. Invite a CARE staff member to campus to speak about Walk In Her Shoes and CARE’s work to end global poverty and promote social justice.
11. If there is not an already scheduled corporate event on campus, lead a group walk at lunchtime.
12. Customize and print fundraising posters provided by CARE. Place them in high traffic areas throughout the office.
13. Share personal stories of why opportunity for women and girls matters to you.
14. Create team incentives and/or an internal competition to motivate team members.
15. Keep the team informed about event details and available fundraising resources, including CARE’s fundraising tools.
16. Promote the Walk and communicate progress and goals utilizing the organization’s newsletters, intranet, e-mail message boards and staff meetings. Include information about the company’s matching gift program, if applicable.
17. Thank your donors and remind team members to do the same.
18. Ask for help if needed.
19. Have fun!
Dear [FIRST NAME],

There are 65 million school-age girls out of school in the world today. I can’t imagine my daughter being kept home from school to do chores, walking miles at a time to fetch water or taking care of other children at the risk of her own future.

And that’s why I’m participating in CARE’s Walk In Her Shoes this year, to ensure that girls everywhere have the time and freedom to go to school. Will you support me by donating $50 to my [link to your fundraiser here]?

Thank you for helping me create opportunities for girls to live out their dreams.

[SIGNED],

[YOUR NAME]

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Sample thank-you email

Dear [FIRST NAME],

Thank you for donating to my CARE’s Walk In Her Shoes fundraiser. Your generosity inspires me to keep up my fundraising, and to achieve my goal of [fundraising goal]. Please know that your donation is supporting a cause that is near and dear to me — creating equal opportunities, safe spaces, and brighter futures for women and girls around the world.

To learn more about the innovative work you’re supporting, visit care.org. [link to care.org]

Thanks again,

[YOUR NAME]

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Sample (company) email

CARE is launching a global fundraising campaign — Walk In Her Shoes — to fund its international poverty-fighting programs in developing nations. During March in recognition of International Women’s Day supporters across the country and beyond will walk 10,000 steps a day in solidarity with women and girls in developing nations who walk long distances each day to fetch water and meet other basic needs.

I am pleased to announce that [my company] is partnering with CARE as a financial sponsor as well as organizing an employee walk team. I am leading a team of colleagues and friends to walk and raise money. I would be honored for you to join our team. You can walk anywhere you want — on the treadmill at the gym, around your neighborhood or in a park. Walk with friends, co-workers or loved ones. When you do, you’ll join a global community of advocates speaking up for women’s rights and equality.

Please sign up to join our Team for Walk In Her Shoes, share our movement with your friends and family, and raise as much money as you can — whether it’s $100 or $10,000. [Company] walks in solidarity with women and girls in poverty. To join our team, visit the link below.

[Insert link to your Walk Web site here]

Sincerely,

[YOUR NAME]

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Sample social media post

Women and girls are the key to lifting communities out of poverty. CARE knows that. I know that. That’s why I’m fundraising for CARE’s Walk In Her Shoes. Will you donate to my fundraiser [link to your fundraiser here] today? #WalkInHerShoes
Make a self-donation
Donate to your own fundraiser to get the momentum started and set the tone. Fundraisers who make a self-donation are proven to raise more than those who don’t.

Ask everyone
When you are fundraising, you need to ask everyone you come into contact with in the course of a day, a week, a month or a year. And we mean everyone: your friends and family, your neighbors, your local delivery driver, your barista, literally everyone! Be sure to ask anyone you pay for a service, like your doctor, your dentist, or your dog’s veterinarian.

Ask BIG
If you ask someone for $10 you will probably get $10. But if you ask for $100 or $200 you might get it, or a smaller amount like $50; they probably won’t donate just $10. You don’t lose anything if someone gives less than you ask. But you are losing out on big donations if you don’t ask for very much. Remember — you are doing something BIG here. So ask BIG.

Make it urgent
Create a sense of urgency by setting an overall fundraising deadline that is just a few weeks or months away. The sooner the deadline, the more urgent the call to action.

Use social media
Direct donors to your fundraising page on social media. By linking directly to your fundraiser you make it easy for them to donate, and their gift can be just one click away.

Follow up
Haven’t heard back from someone you asked for a donation? Reach out again! We’re all busy, and a reminder can help ensure that you don’t lose any opportunities. Be sure to include a link to your personal page!

Pursue matching gifts
Many companies have matching gift programs that will match all or part of their employees’ donations to charitable organizations like CARE. Programs vary by employer, so ask your donor to check with their Human Resources department to find out if they are eligible, or visit CARE’s website at care.org/matching-gifts.
YOUR DONATIONS AT WORK

$25
Can buy two chickens whose eggs provide nutrition and income

$50
Can provide emergency hunger relief with clean water and food assistance

$100
Can help pay for basic needs like medicine, chickens and a share of a water system

$250
Provides financial support for women by helping them join a VSLA

$500
Can start a community center garden with seeds, tools and training

$1,000
Can help buy desks for children and families at a community center

$2,500
Can buy six ventilated girls’ latrines to improve hygiene and encourage school attendance
We’re here to help you

Your participation matters to us, and we are here to help. Contact us at events@care.org if you need assistance helping your team reach amazing fundraising heights.

Thank you again for your commitment to CARE’s Walk In Her Shoes.

walk.care.org