FUNDRAISING TOOLKIT
March 2018

#WALKINHERSHOES
walk.care.org

THANKS TO OUR SPONSORS

DELTA

Cargill
SunTrust
UPS
Welcome to CARE’s Walk In Her Shoes.

You’re now a part of a global community of advocates for social justice. Nationwide, and even around the world, amazing people like you are standing — and walking! — in solidarity with women and girls in developing countries as they break through the barriers that hold them back.

Women and girls often walk for basic needs like water. But you can contribute much more than that. The money you raise will directly support 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.

This guide contains everything you need to know about CARE’s Walk In Her Shoes and how to make your fundraising a success.

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

Sincerely,

Michelle Nunn
President and CEO

Table of Contents

Walk In Her Shoes — what, why and how ...... 3
Fundraising tips............................................. 4-5
Where does your money go?.............................. 6
Pledge Form .................................................... 7
The importance of teams................................. 8
Team captain guide ...................................... 9
Sample emails and messages.......................... 11
Contact us ................................................... 12
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.

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, visit walk.care.org/fundraising.

There is no required fundraising minimum for CARE’s Walk In Her Shoes, but we recommend setting a $250 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.
FIVE EASY STEPS TO THE FUNDRAISING ASK

1. Identify the need you are trying to address.
2. Explain why it is important to you.
3. Share what you are doing about it.
4. Ask your donor to take a specific action.
5. Pause and give your donor a chance to consider and respond.

Here’s an example of a great “ask,” using the steps above:

There are 65 million school-age girls out of school in the world today. I’m grateful my daughter has the opportunity to go to school and that she doesn’t have to walk many miles a day for basic needs like water. 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?”

STEP 1:
Identify the need you are trying to address.

“There are 65 million school-age girls out of school in the world today.”

STEP 2:
Explain why it is important to you.

“I’m grateful my daughter has the opportunity to go to school and that she doesn’t have to walk many miles a day for basic needs like water.”

STEP 3:
Share what you are doing about it.

“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.”

STEP 4:
Ask your donor to take a specific action.

“Will you support me by donating $50?”

STEP 5:
Pause and give your donor a chance to consider and respond.

Don’t talk yourself out of a donation! Give your donor time to think and respond.
01. **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.

02. **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.

03. **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.

04. **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.

05. **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.

06. **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!

07. **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
Thank you for supporting Walk in Her Shoes!

Fundraising pledge form

Thank you for contributing to the cause of supporting women and girls worldwide. Below is a list of donations and their corresponding benefits.

PROVIDES FINANCIAL SUPPORT FOR WOMEN BY HELPING THEM JOIN A VSLA

- $250 can help buy DESKS FOR children and families at a community center

- $1000 can buy six ventilated girls’ latrines to improve hygiene and encourage school attendance

- $2500 can buy two chickens whose eggs provide nutrition and income

- $25 can provide emergency hunger relief with clean water and food assistance

- $50 can help pay for basic needs like medicine, chickens, and a share of a water system

- $100 can start a community center garden with seeds, tools, and training

- $500 can raise惡善~國際善念・非營利慈善機構

- $2500 can buy two chickens whose eggs provide nutrition and income

- $1000 can buy six ventilated girls’ latrines to improve hygiene and encourage school attendance

- $25 can provide emergency hunger relief with clean water and food assistance

- $50 can help pay for basic needs like medicine, chickens, and a share of a water system

- $100 can start a community center garden with seeds, tools, and training

Your donations at work

<table>
<thead>
<tr>
<th>Donation Amount ($)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>DESKS FOR children and families at a community center</td>
</tr>
<tr>
<td>1000</td>
<td>Six ventilated girls’ latrines to improve hygiene and encourage school attendance</td>
</tr>
<tr>
<td>2500</td>
<td>Two chickens whose eggs provide nutrition and income</td>
</tr>
<tr>
<td>25</td>
<td>Emergency hunger relief with clean water and food assistance</td>
</tr>
<tr>
<td>50</td>
<td>Basic needs like medicine, chickens, and a share of a water system</td>
</tr>
<tr>
<td>100</td>
<td>Community center garden with seeds, tools, and training</td>
</tr>
<tr>
<td>500</td>
<td>Two chickens whose eggs provide nutrition and income</td>
</tr>
</tbody>
</table>

Please complete and return this form along with your donations to:

CARE USA
P.O. Box 1870
Merrifield, VA 22116-8070

Before Friday, March 31, 2018

If you have any questions, please email events@care.org.

Thank you!
There are three reasons why participating in CARE’s Walk In Her Shoes is better as a team:

- Participants on a team typically raise more money than individuals.
- Being on a team can strengthen existing relationships and create new ones.
- The team environment provides companionship, support and motivation.

If you aren’t already participating in Walk In Her Shoes with a team in your community, company or organization, consider leading your own as a team captain.

Do you have what it takes to be a team captain?

You’ll be an amazing team captain if you...

- Invite others to join your team.
- Set a team fundraising goal.
- Fundraise, fundraise, fundraise!
- Share personal stories of why opportunity for women and girls matters to you.
- Help coordinate team fundraising activities.
- Celebrate your team members’ successes.
- Keep the team informed about event details and available fundraising resources.
- Encourage your employers and team members’ employers to get involved by joining the team, becoming an event sponsor, or matching donations.
- Organize team meetings, gatherings and celebrations.
- Thank your donors and remind team members to do the same.
- Ask for help if needed.
- Have fun!
Team building timeline:

1. Decide to be a team captain!
2. Set up a team fundraising page.
3. Decide how big you’d like your team to be (this is called your “recruitment goal”).
4. Decide whom you’ll invite to join your team. Start with your closest connections — friends, coworkers, family members, or those people you see on a weekly basis.
5. Ask people to join your team! Pick up the phone or set a coffee date if you can, because in-person asks are the most effective. If you can’t call, then email! The number one reason people join your team is that they are asked.
6. Follow up with anyone who hasn’t given you a “yes” or “no” to join your team.
7. Post messages on social media to let people know about your team building.

Team motivation

Being part of CARE’s community of like-minded supporters is a great motivation. But it’s important to remember that your attitude and enthusiasm will determine how motivated your team is, not to mention you want to win the city competition right? Here are some ways to provide an extra boost of motivation to your team members:

Host a team kick-off. Gather your teammates for an informal meeting to launch your fundraising. It’s best to supplement these meetings with food and beverages to make it feel like a party and not an obligation. Take pictures to post on your fundraising pages and social media!

Create some friendly competition among team members. Here are some simple challenges that you can establish for your team members. The prizes for these titles don’t have to be elaborate — in fact, sometimes bragging rights are enough.

- Who can raise the most money in one week?
- Who has received the largest donation to date?
- Who has sent out the most personal fundraising emails?
- Who has made a personal donation?
- Who has the highest goal?
- Who has met and increased their goal?

Organize your team to walk together during the week.

Send your team members thank-you notes. Let them know how much you enjoyed their company and appreciated their contributions.
Fundraising with your team

Share these three fundraising tips with your team members to help them meet and exceed their fundraising goal:

1. **Set a goal.** Talk to every team member about setting a fundraising goal for CARE’s Walk In Her Shoes, and challenge them to set the bar higher. Setting an ambitious goal not only motivates them, it motivates you as their team captain, and it motivates other fundraisers. You’ll show your team members that everyone shares in the responsibility of fundraising.

2. **Make a personal donation.** Making a donation to your own fundraiser shows your team members that you are committed to this cause and to your team’s success. Encourage them to do the same — you should be the first person to contribute to your fundraiser.

3. **First, ask the people most likely to donate.** Make a list of all the people you know and rank them, starting with the people you’re closest to. First ask those most likely to donate. Those early donations will build confidence and momentum.

Other team-fundraising ideas

There are endless opportunities to fundraise collectively, as a team. A few include:

- Bake sale
- Car wash
- Casual day at work
- Garage sale
- Lemonade stand
- Potluck dinner
- Ping pong, tennis, bowling, softball — or any athletic event
- Walk in the park

Remember to enter any money you or your teammates raise offline into the online system so that the funds can count toward your fundraising goal.
Sample ask email

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 fundraising page (link to your fundraiser here)?

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

[SIGNED],
[YOUR NAME]

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]

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
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