



**FOR WALK
FOR WARMTH
2019**

Fundraising Guide

Thank you for joining Walk for Warmth! Your valuable contributions will help us provide emergency heating assistance to local families in mid Michigan.

Set a Fundraising Goal

Set a fundraising goal and ask friends and family to help you reach it! Goals aren't about the value – no matter how much you raise, you are making a difference. Plus when you reach or exceed your goal, you'll feel a huge sense of achievement. Just remember, you can't aim too high with your goal and you can change it if needed.

Accepting Donations

When you joined or started a team on Crowdrise, you created a personal Walk for Warmth fundraising page. When you share your link with your potential donors, they have the option to "Join" or "Donate" to your team. The funds raised show up under your team total.

You can also collect offline donations, such as cash or checks made out to Mid Michigan Community Action, using the Pledge Form. Mail donations to Mid Michigan Community Action, Attn: Walk for Warmth, PO Box 768, Farwell, MI 48622 or drop the donations at your local Mid Michigan CAA office. We will credit your fundraising page manually within two weeks of receiving that donation.

Personalize Your Fundraising Page

Your Walk for Warmth fundraising page is the heart of your campaign because it's what people see when they click on your personal link. Your story is compelling and encourages people to donate to this important cause. You can personalize your page in just a few minutes and update it as often as you'd like.

Looking for an idea of how to customize your profile? Here's an example:

Hi everyone! This February, I am participating in Walk for Warmth for Mid Michigan Community Action. Every dollar raised will help provide emergency heating assistance to local families in Mid Michigan. Walk for Warmth is connecting virtually with supporters this year and not geographically. I will be walking my one mile outside on February 16th. Please sponsor me to raise funds to help keep our neighbors warm. Thanks so much!

Tell people why you're joining Walk for Warmth. Perhaps you have struggled to fill your own propane tank. Maybe you're participating to honor somebody who worked hard for years keep their power on. Or maybe you just believe that no one should be cold in the winter. Whatever the reason, this is your chance to share with potential donors and supporters why this cause is important to you. And remember, most people are giving because you inspire them, and they support you.

Create a Plan

You've already set a fundraising goal and personalized your Walk for Warmth fundraising page, now it's time to create a plan to meet your goal! Here are a few steps to incorporate while you're just starting out:

1. Plan your Walk for Warmth. Pick a date in February to do your walk. Decide if you want to walk inside or outside. Choose your distance. Order a t-shirt to support Walk for Warmth.
3. Make a list of potential donors. Think about the people who are closest to you and would be most likely to make a larger donation on your behalf – this could be close family, friends, neighbors, or co-workers.
2. Reach out to the people on your list. Personal outreach is key – if you can talk to them in person, do it. Invite them to participate in Walk for Warmth with you, donate to the cause, or sponsor another family member or friend to join the walk.
4. Spread the word. Sometimes personal outreach to every person on your list isn't possible, so consider other ways to tell people about your goal for Walk for Warmth. Your Walk for Warmth fundraising page can be shared on Facebook or tweeted on Twitter with the click of a button.

Tips for Requesting Donations

Spread the word on social media! Social channels are a great way to share your story and tell your friends and family why you're joining Walk for Warmth. Use #IWalkForWarmth to connect with Walk for Warmth and share your personal fundraising link. Anytime somebody donates to your team, be sure to thank them by tagging them in a post!

Utilize employer donation matching programs! Many companies, including Consumers Energy, will match employee's donations. If your company offers this service, it's a great way to encourage family and friends to donate. Their donation makes TWICE the difference. These donors may also have companies with a similar program and may want to donate to Walk for Warmth through their own company. Don't be afraid to ask!