

SHERO

COMMUNITY WALK

All you need to create a successful
SHERO Walk campaign

FUNDRAISING TOOLKIT



INTRODUCTION

Thank you for joining this year's SHERO Community Walk to celebrate 50 golden years of amazing SHEROs who have transformed their lives because of supporters like you.

Whether you're new to fundraising for your favorite nonprofit or are a social fundraising master, this Fundraising Toolkit will help you raise funds to ensure women experiencing a crisis receive the support services they need to transform their lives.

We want your fundraising journey to be easy and fun, so this guide is designed to walk you through creating a successful supporter-powered fundraising page and campaign.

Get ready to raise some funds for N Street Village!



GETTING STARTED:

SETTING UP YOUR FUNDRAISING PAGE

Set your goal

Setting a goal for your fundraiser is your first step. Research suggests that an initial goal of \$200 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

PRO TIP:

To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give as well.

Tell your story

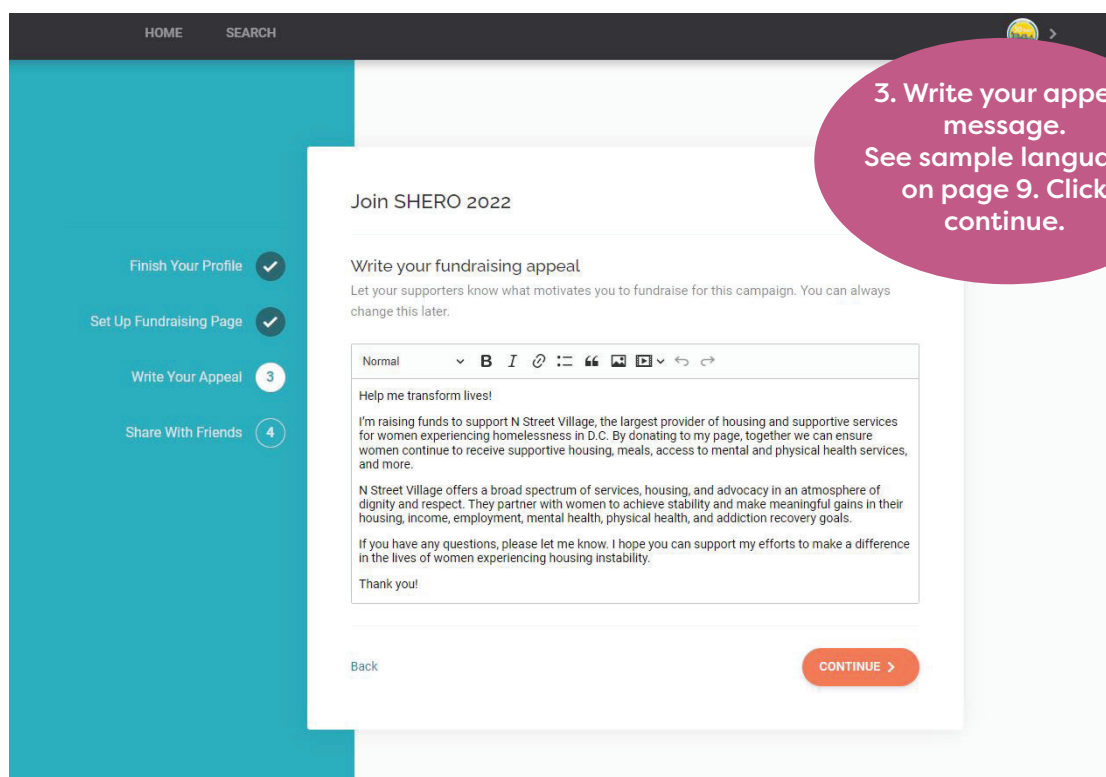
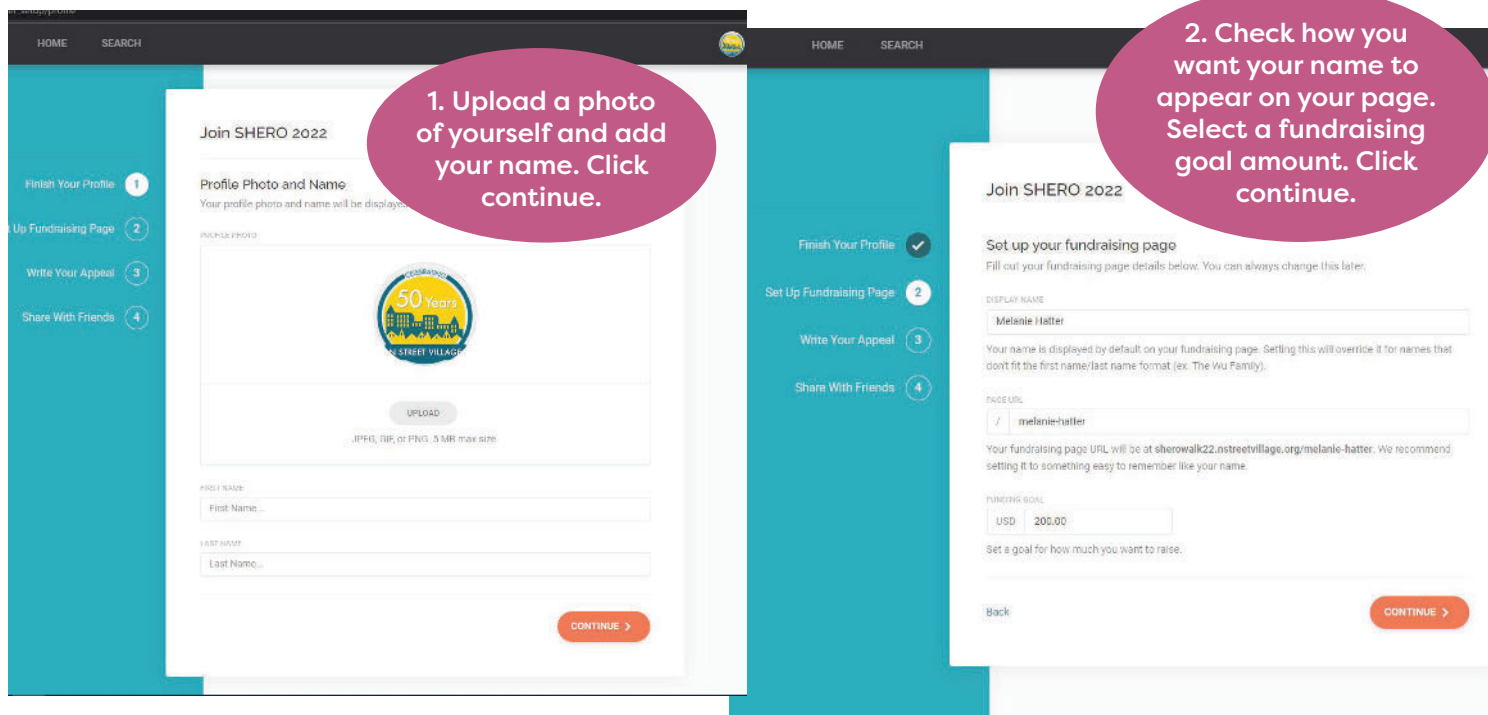
Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.

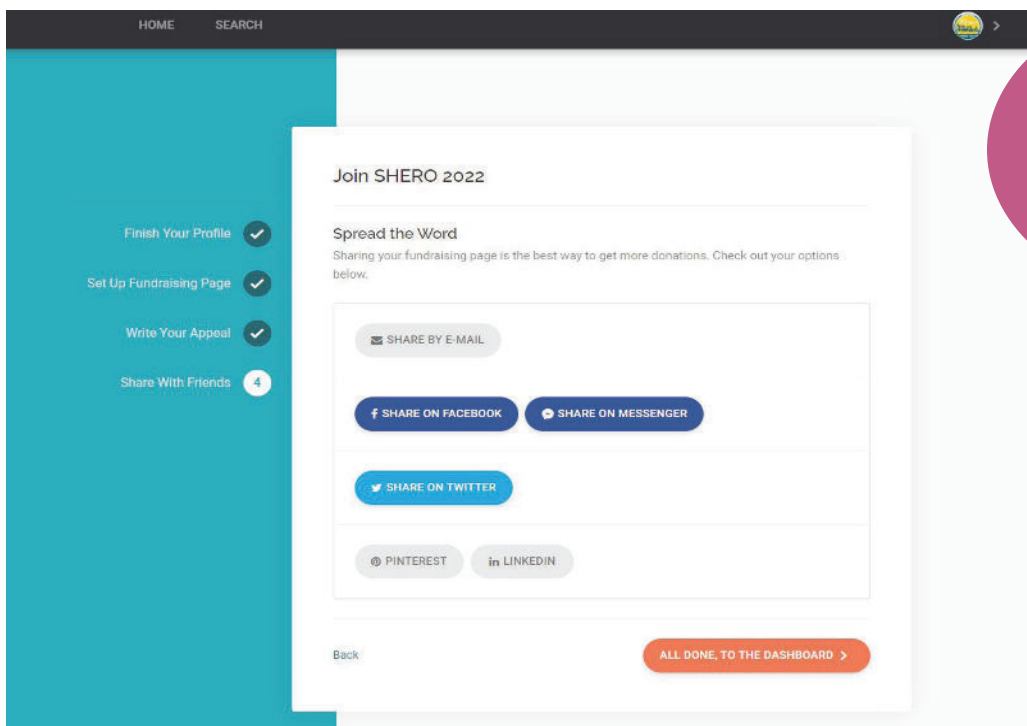
It's important to communicate how N Street Village's mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf. And don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.

5 Steps to Create Your Page

If you're already on our fundraising page, skip to page 6. If you got here from our website and you're not sure how to get your page started, it's super easy.

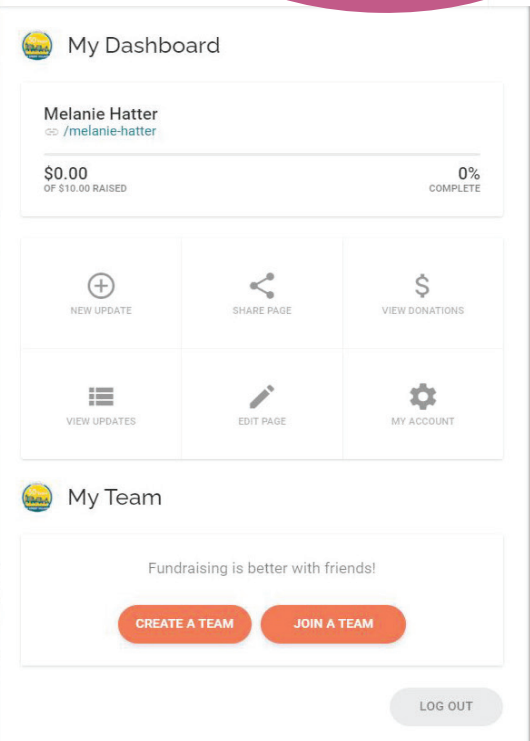
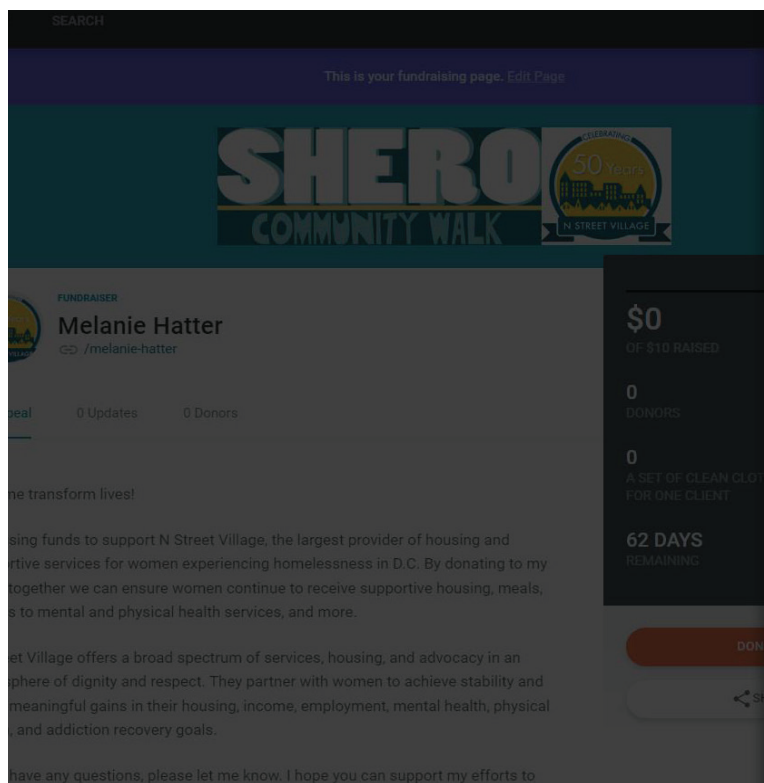
Head to: <https://sherowalk22.nstreetvillage.org>, and click "Join the campaign." Create an account with an email and password, then follow these step-by-step instructions:





4. Share your message with everyone you know! See sample language on page 9.

5. Manage your page in your Dashboard. CREATE OR JOIN A TEAM HERE.



FUNDRAISING BEST PRACTICES

Fundraising leverages the power of your social network to meet fundraising goals and allow N Street Village to fulfill its mission.

The success of your fundraising campaign depends heavily on the amount and ways that you share your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your efforts noticed.

What's the best way to share?

Leveraging your social platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) in addition to your own personal email list, is how you'll meet—and hopefully exceed—your fundraising goal.

You won't have the phone number of all of your network contacts, but choose a few that you know who will respond well to a more intimate request: text messaging. Don't send a group text; take the time to send individual (copied and pasted) texts to each person.

PRO TIP:

Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.

How often should I communicate with my network?

There are five absolute times you should communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your campaign top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.

During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

We recommend creating a simple sharing schedule to plan out your communications ahead of time. This will save you time and make your campaign more fun and less stress. Use your calendar or a notebook to plan out when you'll post to socials and email or text your network.

Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages.

READY, SET, FUNDRAISE!

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

We've included pre-written communications for you to use at every major campaign milestone to make fundraising as easy as pie.

Copy, paste, and start fundraising. :)



Announcement #1: Campaign

SEND: Right after you've completed setting up your fundraising page.

The purpose of this announcement is to let your online network (IRL and social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

EMAIL

SUBJECT LINE:

Let's help transform lives!

BODY:

Hi, **[Name]**! I hope this note finds you well. I've got great news! I've signed on to become a supporter of N Street Village, the largest provider of housing and supportive services for women experiencing homelessness in D.C., and could really use your help. They are celebrating 50 years of service and I will walk with them at their SHERO Community Walk on October 15, to raise **[\$Goal]** to help women achieve stability and make meaningful gains in their housing, income, employment, mental health, physical health, and addiction recovery goals. Every donation, large or small, makes a difference and moves N Street Village closer to raising \$150,000.

Will you help us reach this goal? Please visit my fundraising page at **[URL]** and make a donation today!

If you want to make an even larger impact, you can join my team and walk with us on Saturday, Oct. 15. Or, create your own fundraising page **[Link to Campaign Site Landing Page]**, set your personal fundraising goal, and start spreading the news!

Can't donate or join the walk? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

TWITTER

I've joined the 2022 #SHERO50 Walk to help @NStreetVillage raise funds to help women achieve stability and make meaningful change. Help continue the Village legacy of transforming women's lives by donating today: **[shortlink]**

FACEBOOK

I've joined the 2022 SHERO Community Walk to help N Street Village raise funds to help women achieve stability and make meaningful change. Let's help continue the Village legacy of transforming women's lives by donating today: **[shortlink]**

TEXT

[Name], I'm walking on 10/15 to support N Street Village transform women's lives. Please help by donating today: **[shortlink]**

Announcement #2: Midway Goal

SEND: When you're halfway to meeting your fundraising goal.

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goal.

EMAIL

SUBJECT LINE:

Ohhh, we're halfway there—**\$XX** more to go!

BODY:

[Name], I've got great news—I'm halfway to reaching my personal fundraising goal of **[Goal Amount]** for N Street Village! Pretty awesome, right? All the money raised will help provide supportive housing, meals, access to mental and physical health services, and more for women in D.C. Will you help me move the needle forward with a donation? Visit **[Campaign Site Link]** today.

If N Street Village's mission is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a great cause (but keep those cat memes coming, please!).

TWITTER

Ohhh, we're halfway there—only **\$XX** more to go to meet my fundraising goal to help @NStreetVillage provide supportive services for women. Please help me move the needle forward by donating today: **[shortlink]**
#SHERO50

FACEBOOK

Ohhh, we're halfway there—only **\$XX** more to go to meet my fundraising goal to help N Street Village provide supportive services for women. Help me get all the way there and share/donate today: **[shortlink]**
#inserthashtaghere

TEXT

[Name], guess what? I'm halfway to meeting my fundraising goals for N Street Village! Please help by donating today: **[shortlink]**

Announcement #3: Last Push

SEND: One (1) day before the fundraiser ends.

The purpose is to inform your network that time is running out and they can help you reach your goal by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goal.

EMAIL

SUBJECT LINE:

I'm close to my goal—will you help me reach it?

BODY:

Hi **[Name]**! Believe it or not, I've raised **[Amount Raised]** for the women of N Street Village, and I'm only **[\$XX]** away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, thank you! Please share this link **[Campaign Site Link]** with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

TWITTER

I've already raised **\$XX** to help @NStreetVillage reach its fundraising goal! There's only one day left and I need your help. Please donate now! **[shortlink]** #SHERO50

FACEBOOK

I've already raised **\$XX** to help N Street Village reach its fundraising goal! There's only one day left and I need your help. Please share/donate now! **[shortlink]**

TEXT

[Name], I've raised **\$XX** to help N Street Village. I've almost reached my goal. There's one day left and I need your help. Please donate now! **[shortlink]**

Announcement #4: Goal Reached or Campaign End

SEND: When the campaign ends or you've hit your goal.

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

EMAIL

SUBJECT LINE:

We did it!

BODY:

[Name], with your help and support, I raised **[\$XX]** for N Street Village! I can't thank you enough.

We had an amazing walk celebrating the Village's 50 years, and with your support we've helped ensure that N Street Village can continue its important work of providing supportive housing, meals, access to mental and physical health services, and more for women in D.C. —that's a huge deal.

I can't express how much I appreciate your support of me and N Street Village.

World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

TWITTER

We did it! Thank you all who helped me reach my fundraising goal of **\$XX** for @NStreetVillage. I'm thrilled we were able to make a difference together. Look what we did: **[shortlink]** #SHERO50

FACEBOOK

We did it! Thank you all who helped me reach my fundraising goal of **\$XX** for N Street Village. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: **[shortlink]**

TEXT

[Name], thank you! I've reached my fundraising goal of **\$XX** for **[Org Name]**. I'm thrilled we could make a difference together. Look what we did: **[shortlink]**

Announcement #5: Thank You Letter

Send: One (1) week after the campaign has ended.

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

LETTER

Dear **[Supporter Name]**,

We did it! Thanks to your support, I met my fundraising goal of **\$XX** for N Street Village, which has been opening its doors to women for 50 years.

Your support ensures N Street Village can continue offering life-affirming wrap-around services to women experiencing homelessness in Washington, D.C. How cool is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Thank you! Hope we can make some more fundraising magic in the future.

Until then, cheers!

THANKS FOR BEING A FUNDRAISING SHERO

Thank you so much for taking the time to spread the word about N Street Village and for fundraising on our behalf.

Your support ensures that every woman who walks through our doors is met with dignity and respect and receives the services she needs to transform her life.

We appreciate you and look forward to continuing this meaningful partnership for years to come!



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