

# WALK for CHILDREN



## Fundraising Handbook



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## **INTRODUCTION**

Congratulations! By participating in the *Walk for Children* you are building a better future for our children and our communities! This handbook is your guide to planning and implementing your fundraising efforts. The suggestions in this booklet are designed to help you build on your passion for children and exceed your fundraising goals.

We have given you a broad range of outreach ideas in this handbook. Keep in mind, these are only starting points to get you thinking. You are free to adapt a sponsorship recruitment plan that fits well with your personality and interests. The staff of Prevent Child Abuse New York is also available to help you plan and devise strategies to reach out to potential sponsors.

We can also offer you support in organizing a team of walkers. Serving as a team leader is a great way to increase donations to Prevent Child Abuse New York while also building camaraderie among friends, co-workers or family members.

You can register online at <http://www.preventchildabuseny.org/nyswalkforchildren.shtml>. Or you can register using the walker registration form on page 11.

We also encourage you to create a personal fundraising page. Visit <http://firstgiving.com/preventchildabuse> and click get started to learn more.

If you would like a supply of *Walk for Children* registration brochures, contact your local walk organizer. You can find the contact information in Walk for Children registration brochure.

We look forward to creating a fun and fulfilling event for you!

## **FUNDRAISING FAST FACTS**

The number one reason why people donate to charity is because they are asked. We know how hard it can be to ask for money, but with a little organization and persistence even the most hesitant fundraiser can bring in big bucks. Still unsure? Remember, the more you ask, the more you'll get. Here are some tips to get you started.

### ***Make a hit list and craft a pitch.***

Include the usual suspects: family, friends, co-workers, neighbors. When thinking about who you'll ask, also consider how you'll ask. Tailor your ask to the individual. Your friends with kids may be more inclined to donate because they understand the stresses parents face or because they believe we all have a stake in the future of children. The friend whose bowl-a-thon you sponsored last month may be inclined to donate because he owes you one.

### ***Face-to-face is great.***

Many people find it harder to say no when they are asked to donate in person. This also gives you the opportunity to answer questions and explain why preventing child abuse is important to you.

### ***Create a personal fundraising page.***

Sure, face-to-face is great, but don't forget to harness the power of the internet as a fundraising tool. You can customize your fundraising page with photos and personalized messages about why the Walk for Children is important to you. Then simply e-mail a link to your page to

the contacts in your address book. This is a quick, easy and personalized approach guaranteed to help you raise more money. To set up your page visit <http://firstgiving.com/preventchildabuse> and click get started.

### ***Know where the money goes.***

People want to know how their money will be spent. Funds raised in the walk will benefit our 24-hour Prevention & Parent Helpline, our public education efforts, and our legislative advocacy for programs and policies that protect children and prevent abuse. Read more about our programs on page 10.

### ***Aim high.***

Ask for more than you expect to get. If you think someone will donate \$25, ask for \$50. You may be pleasantly surprised. At the very least, this gives you the room to negotiate down. Negotiating up, on the other hand, is much more difficult.

### ***Follow up.***

Stay in contact with the people you ask for donations. If they don't commit right away, follow up to remind them how important this is to you.

### ***Give thanks.***

Send thank you notes or e-mails to your sponsors. Let them know how much you appreciate their support. After the walk, send photos of you and your team at the event. Be sure to let your sponsors know they are making a difference in the lives of children.

**TIPS to GET SPONSORS and RAISE MONEY**

- Set a goal. \$300 is a good place to start.
- Aim to sign up at least one new sponsor every day.
- Call, write, or e-mail people you know and ask them to sponsor you, or better yet, to join you in walking and raising money.
- Ask them to e-mail their friends and ask them to participate, too.
- Follow-up with reminder calls and e-mails (see examples provided).
- Ask if your company (or your sponsors' companies) will match donations.
- Organize a team to honor someone special to you (Mom, Dad, mentor, etc.).
- Get your children's school and clubs involved; make it a group project.

**RAISE \$300 in JUST EIGHT DAYS!**

Day 1: Start with sponsoring yourself for \$25.

Day 2: Ask three family members to contribute \$20 each.

Day 3: Ask three friends to contribute \$15 each.

Day 4: Ask five co-workers to contribute \$10 each.

Day 5: Ask four people from your place of worship, health club, or sports league to contribute \$10 each.

Day 6: Ask three neighbors to contribute \$10 each.

Day 7: Ask your boss to make a company contribution of \$25 (or ask about a matching gifts program).

Day 8: Ask one business you frequent to contribute \$25 (doctor, dentist, pediatrician, mechanic, dry cleaner, restaurant, etc.).

**SAMPLE SPONSORSHIP REQUEST LETTER**

You can raise money by sending letters to people you know and love explaining why walking to prevent child abuse is important to you. Be creative and don't forget to include photos of your kids, grandkids, or nieces and nephews.

If you would like this letter e-mailed to you for reuse, e-mail [walk@preventchildabuseny.org](mailto:walk@preventchildabuseny.org)

Dear \_\_\_\_\_:

I am walking in Prevent Child Abuse New York's *Walk for Children* on \_\_\_\_\_, and I am hoping to enlist your support as one of my sponsors.

Prevent Child Abuse New York (PCANY) has been serving children, families, professionals, and community members in the Capital Region and throughout the state since 1980. Their single mission is to prevent child abuse in all its forms. PCANY works to ensure a loving, safe, nurturing environment for all of New York's children

Thank you for considering my request. If you would like more information about Prevent Child Abuse New York, you can call 1-800-CHILDREN, e-mail [walk@preventchildabuseny.org](mailto:walk@preventchildabuseny.org), or visit [www.preventchildabuseny.org](http://www.preventchildabuseny.org). If you would like to help, please cut out the box below and return it to me at [your address] with a check made payable to Prevent Child Abuse New York. I hope to hear from you soon.

Sincerely,

[Your Name]

Yes, I will step up to prevent child abuse. I will sponsor you for:

\_\_\_\_\_ \$25    \_\_\_\_\_ \$50    \_\_\_\_\_ \$75    \_\_\_\_\_ \$100    \_\_\_\_\_ Other amount

Name & address: \_\_\_\_\_

## **SAMPLE SPONSORSHIP REQUEST E-MAILS**

Let's face it, everyone you know is VERY busy. Although e-mail can be a great way to connect with people, your message may get buried in an over-active inbox. If your first e-mail doesn't succeed, follow up with a second. And, if necessary, a third. Don't forget to send thank you messages to your sponsors.

If you would like these e-mails sent to you for reuse, e-mail [walk@preventchildabuseny.org](mailto:walk@preventchildabuseny.org)

### *E-mail asking for sponsors*

Who holds the answers to child abuse? We all do. That's why I am asking you to sponsor me in the *Walk for Children*. All funds raised will benefit the prevention programs of Prevent Child Abuse New York.

### *E-mail asking for sponsors*

Today's children are tomorrow's leaders. We all have a part to play in assuring that all children are loved, nurtured and protected. I am playing my part by walking in the *Walk for Children*. I hope you will sponsor my efforts. The money I raise will benefit the prevention programs of Prevent Child Abuse New York.

### *E-mail to thank sponsors*

Thank you for sponsoring me in the *Walk for Children*. Together we are building a better future for kids in the Capital Region and around the state.

## **SPREAD the WORD**

Even if you're not organizing a team, you can still try to motivate others to join the walk. If they're not interested in walking, perhaps they'll sponsor you instead. Here are some places to start:

- Work. You spend most of your day with your co-workers. Why not ask them how they can help?
- Social networking sites. Why not put all those Facebook, Twitter and MySpace connections to good use?
- Clubs – garden, book, play group, Weight Watchers, golf, bridge, etc.
- Schools. Promote the walk to parents and kids from your children's school.
- Your neighborhood. Isn't that what neighbors are for?
- Places of worship – Sunday school, choir, committees.
- Service groups – Kiwanis, Rotary, Exchange, etc.
- Your family and friends.

Here are some ideas to get people excited about the walk:

- Put an announcement or print ad in your community newspaper, company newsletter, church bulletin, or organization newsletter. We can help you write the ad. Call 1-800-CHILDREN or e-mail [walk@preventchildabuseny.org](mailto:walk@preventchildabuseny.org).
- Ask if you can display *Walk for Children* brochures and posters at your local library, coffee shop, or restaurant.
- If people would like more information about us, send them to our Web site: [www.preventchildabuseny.org](http://www.preventchildabuseny.org)

Questions? Call 1-800-CHILDREN or e-mail [walk@preventchildabuseny.org](mailto:walk@preventchildabuseny.org)

## **PREVENTION in ACTION**

How do we help children and families? We understand the problems that today's families face. We help them find solutions.

Mary was frantic. She'd returned home from work late at night to find her infant and two year old gone. The babysitter had left the children alone and child protective services came to get them. Where were they? How could she find them? We put her in touch with emergency children's services, who still had the children in a temporary shelter and reunited the family.

Jorge recently received custody of his ten year old son, who desperately needed counseling. But the agency he'd been referred to wasn't taking any new cases and had a long waiting list. We found four counseling centers near his home, explained how to ask for an intake meeting, and urged him to call us back if none of those places were able to take his son right away.

Babies in thousands of New York State families have a brighter future thanks to funding we've secured for intensive home visiting and the training and support we provide to hundreds of home visitors.

Mignon had no food, her rent was past due, her husband had abandoned her, and she spoke very little English, when she gave birth to her fourth child. Although she was ashamed of her circumstances and reluctant to ask for help, she did accept the offer of support from a home visitor. As with many families with pressing needs, she found it difficult to focus on her child. But with the home visitor's help, she obtained public assistance, a visa, a job, and housing for her family, and taught herself English. As her confidence grew and her problems were settled, she has been able to really focus her attention on her children's care, development and needs.

Please read more about our programs on the next page.

## **PREVENT CHILD ABUSE NEW YORK**

The proceeds from the *Walk for Children* will benefit our programs, which include:

**PREVENTION INFORMATION RESOURCE CENTER (PIRC) & PARENT HELPLINE: 1-800-342-PIRC (7472).** The PIRC & Parent Helpline is an information and referral service for parents, professionals, and other citizens who want to prevent child abuse and intervene in abusive situations. Positive parenting is the first line of defense against child abuse, so PIRC focuses heavily on resources for parents. The Helpline is available to everyone in New York, 24 hours every day, in English and Spanish.

**HEALTHY FAMILIES NEW YORK.** We promote Healthy Families New York, a program that provides in-home visits to new parents who need extra support. The program improves parents' knowledge, skills, and relationships with their children. Our training team helps assure that all families in programs throughout the state receive quality services.

**PARENTING EDUCATION PARTNERSHIP.** Working with partners from across the state, we promote and support effective parenting education programs that increase parents' skills, knowledge and support, so that parents are able to nurture their children's healthy development.

**LEGISLATIVE & POLICY ADVOCACY.** We provide statewide leadership in advocating for programs and policies that protect children and prevent abuse. We work with coalitions and mobilize advocates from across the state.

**ANNUAL CHILD ABUSE PREVENTION CONFERENCE.** Our annual conference inspires and equips hundreds of professionals, parents, and volunteers with the latest abuse prevention and family support techniques.

**PUBLIC AWARENESS & EDUCATION.** We encourage statewide involvement in ending child abuse through exhibits, public information campaigns, the Internet, and prevention literature that we provide to schools, agencies, and other community organizations.

## 2009 WALK for CHILDREN REGISTRATION

You can register online at <https://preventchildabuseny.org/nyswalkforchildren.shtml>. You can also complete the registration form below and return it to us. Registration forms are also in the *Walk for Children* registration brochure. If you would like a supply of brochures to distribute in your community or workplace, contact your local walk organizer.

Register online at <http://www.preventchildabuseny.org/nyswalkforchildren.shtml>

PCANY, 33 Elk Street, 2nd Floor, Albany, NY 12207  
Phone: 1-800-CHILDREN or 518-445-1273  
Fax: 518-436-5889

*Please print:*

Walker's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Check one:       Individual Walker     Team

Team Name \_\_\_\_\_

Team Leader \_\_\_\_\_

*(If you are the Team Leader, we'll send you a Team Leader's Handbook.)*

By signing this form I hereby waive all claims against PCANY for any injury I or my child might suffer in this event. I grant full permission for PCANY to use photographs of me in legitimate accounts and promotions of this event.

Signature \_\_\_\_\_

Parent/Guardian \_\_\_\_\_

*(If under 18 years old, parent/guardian must also sign.)*

- How did you hear about the Walk?
- Please send me \_\_\_\_\_ extra brochures.
- Please contact me about volunteering for PCANY.
- Please send me information about PCANY.
- I can not attend the Walk, but I've enclosed a donation of \_\_\_\_\_ to help prevent child abuse.