

FUTURE IN SIGHT

WALK

FOR SIGHT

Walkers

Fundraising Packet

Who Do You Know? Use our Memory Jogger and Find Out

We found that the most successful fundraisers are those who aren't afraid to ask their friends and family for support – remember – they will want to help you because this cause matters to you and they want you to succeed! Filling out this worksheet will help jog your memory of all of the people you come in contact with. As you make your list also consider cell phone contacts, email lists, holiday cards lists, etc.

Make a Phone Call to:

1. Parents _____
2. Sisters _____
3. Sisters-in-law _____
4. Brothers _____
5. Brothers-in-law _____
6. Aunts/Uncles _____
7. Cousins _____
8. Children _____
9. Nieces/Nephews _____
10. Grandparents _____

Send an Email to:

11. Accountant _____
12. Attorney _____
13. Babysitter _____
14. Dentist _____
15. Chiropractor _____
16. Landlord/Manager _____
17. Real estate agent _____
18. Physical therapist _____
19. Physician _____
20. Eye Doctor _____

Drop Off a Letter to:

21. Pet Groomer/Vet _____
22. Drycleaner _____
23. Florist _____
24. Barber/Hairstylist _____
25. School _____
26. Supermarket _____
27. Manicurist _____
28. Restaurant _____
29. Gym/Yoga Studio _____
30. Pharmacist _____

Others you might call or email:

31. College friends _____
32. Fraternity friends _____
33. High school friends _____
34. Facebook friends _____
35. Children's friends _____
36. Children's teachers _____
37. Neighbors _____
38. Parents' friends _____
39. Former Co-workers _____
40. Coach _____

Maybe you know people from:

41. Work _____
42. Bowling League _____
43. Gym or Yoga _____
44. Childcare _____
45. Place of Worship _____
46. Coffee house _____
47. Neighborhood Café _____
48. Camp _____
49. Golf Course _____

Don't forget....

50. YOU can make a Personal Donation

How to Write a Fundraising Letter

Now that you've set up your personal website and you have a plan of attack, it is time to get fundraising! There is still power in the written word, so here are a few hints to help you get started.

1. **Create a list of EVERYONE you know using our memory jogger.** Don't say "no" for anyone by assuming that they can't or won't support. Send them the letter or email and let them decide. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause.
2. **ASK. Include a call to action.** Don't just tell them what you are doing, ask for their help. Include your personal fundraising goal in the text, and suggest giving levels. Do not diminish your request by being apologetic or by saying something similar to "I hope you can donate something". When you call to ask them, make sure you say your ask amount and then be silent.
3. **Make it personal.** If mailing, hand address the outside envelope and hand sign each letter. For emails, don't send a mass email with everyone's address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don't see regularly, i.e., "Ray, I hope this letter finds you well!"
4. **Put your HEART into it.** Let them know why you're fundraising. This cause is important to you – share why. Don't include too many facts and figures; instead include your personal story of why you have taken on this task. Someone will donate to you because they know you, and want to support your efforts.
5. **Make it easy to donate.** Include your personal fundraising page and encourage online donations. If mailing, include a return envelope for them to send their donation to you. Label the envelopes with your address. If they want to write a check you, they can make check payable to Future In Sight and put the Team Name in the memo line. **You can mail it to Future In Sight, Attn: Walk for Sight, 25 Walker St, Concord, NH 03301.**
6. **Set a deadline.** People are always motivated by deadlines. We recommend that you set a deadline earlier than the event date. This way you can assess your fundraising and revise your plan if needed before the actual deadline, I'd suggest May 1st.
7. **Send a reminder.** Keep a list of those who send in donations. Send a reminder to those what have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in the money.

8. **Send a "thank you" card.** "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount. Staying connected develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for future efforts.

Sample Fundraising Letter

In case you need a little more help, here's a sample for you. Make sure you tailor it so it reflects your story; that will always be the most powerful story to tell.

Friends and Family -

I will be participating in the Walk for Sight on Saturday, June 3rd in Concord, NH. The purpose of the walk is to help the Future In Sight raise awareness about vision loss and to support their work in transforming the lives of thousands of people — from babies to senior citizens — who are blind or have vision impairments to help them lead fulfilling and active lives.

As many of you already know, my Nana was legally blind and a client of Future In Sight. She loved the organization and staff, but more importantly she was so grateful for the services they provided which helped her live on her own. She was a fiercely proud and independent woman and living on her own was so important to her. They helped her in so many ways; I know if she was still alive she would be so happy that I was doing my best to make sure that Future In Sight continues to help people like her.

Please help me support Future In Sight and those affected by sight loss by joining us in Concord, NH, helping us to raise funds or by sponsoring Team Nana at the 2018 Walk for Sight (all donations are tax deductible):

<Link to Website>

Everyone is welcome to walk with us - if you would like more information on the event, please go to the following link: www.futureinsight.org

We greatly appreciate it and hope to see you on June 2nd!

Thank you in advance for your generosity and support,

[YOUR NAME]

Social Media

Social media has become one of the most powerful outlets in today's world, while direct person to person contact is the most effect way to raise money. We encourage you all to utilize it to help you succeed in your fundraising efforts. We have included some sample messages you can post to your Facebook profile, Twitter page, or LinkedIn profile.

Message One, after registration:

I've registered for the 15th Annual Walk for Sight. I hope you'll join me as I support those with vision loss. I walk because of my Nana and I'm asking for your support. Visit my webpage to learn more.

Message Two, throughout campaign:

Did you know that more than 30,000 people in New Hampshire live with visual impairments, including children and babies in more rural areas of the state who have not yet been served? I'm raising funds to do something about that! Visit my webpage to learn more and support my efforts!

Message Three, throughout campaign:

I'm halfway to my goal, and only need \$XX more to reach it! Will you help me? Visit my page and make your donation today.

Message Four, throughout campaign:

It's only one month before this year's Walk for Sight and I am so excited to participate and make a difference in the lives of those who live and thrive with sight loss. Please support my efforts and visit my personal webpage to learn more!

Message Five, after walk:

Thank you so much to everyone who supported my efforts to raise money for Future In Sight. The walk was this past weekend and we had a fabulous time! I was able to raise and be a part of <#of walkers> who raised a total of \$XXXX ! Thank you for your help and check out my page if you want to learn more about Future In Sight.

Key Points to Remember when utilizing Social Media:

- Always include a link to your personal fundraising page.
- Don't be afraid to post frequently. Remember how quickly messages end up on the next page with everyone sharing their own statuses. Make your posts regular and frequent.
- Publicly thank your donors on your page: Thanks to Jane Doe (and tag them) for her donation. Your support is so appreciated!

One last great idea to utilize all your communication! Include a link to your webpage in your email signature:

I'm participating in this year's Walk for Sight. Visit my page to learn more and support my efforts.

Make a Plan

Set a fundraising goal and then create a plan to help get you there. Raising several thousands of dollars can sound intimidating, but it is all about how you break it down and tackle it step by step.

Here are a few suggestions!

Raise \$250

<input type="checkbox"/> Ask 4 relatives for \$25	\$100
<input type="checkbox"/> Ask 5 friends for \$10	\$50
<input type="checkbox"/> Ask 3 co-workers or neighbors for \$10	\$30
<input type="checkbox"/> Sponsor yourself	\$20
	\$250

Raise \$500

<input type="checkbox"/> Ask 4 relatives for \$50	\$200
<input type="checkbox"/> Ask 5 friends for \$25	\$125
<input type="checkbox"/> Ask 3 co-workers or neighbors for \$50	\$150
<input type="checkbox"/> Sponsor yourself	\$25
	\$500

Raise \$1000

<input type="checkbox"/> Email Campaign: Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member.	\$500
<input type="checkbox"/> Follow 4 steps above to raise \$500	
	\$1,000

Frequently Asked Questions

What is the Walk for Sight? The Walk for Sight is a community-oriented, non-competitive walk in Concord, NH. The goal of the Walk is to raise awareness about sight loss and to support Future In Sight's mission of transforming the lives people who are visually impaired or blind—from infants and toddlers to seniors—to help them lead active and fulfilling lives.

When is the Walk? The Walk for Sight is on Saturday, June 2, 2018.

What happens if it is raining on the day of the Walk? The Walk takes place rain or shine!

How long is the Walk? A little more than 2 miles. Participants walk from Future In Sight's headquarters to Bicentennial Square and back.

What time does Registration/Check-in begin? 9:00am

What time does the Walk begin? Participants begin walking at 11:00am.

Where does the Walk begin? The Walk begins and ends at Future In Sight at 25 Walker Street in Concord, NH.

How much is the registration fee? \$20 for adults, \$5 for children under 12

What does the registration fee include? A t-shirt, lunch, and entertainment are all covered by your registration fee.

Will I be guaranteed a t-shirt? T-shirts are guaranteed to those who register by May 1st. We do order extras, but they are given out on a first-come, first-served basis.

If I have registered before the day of the Walk, can I pick up my t-shirt ahead of time? Yes. During the week leading up to the Walk for Sight May 28th - June 2nd, t-shirts will be available for pick-up at 25 Walker Street in Concord, NH.

As a Team Member, what should I do with my collected money and donation tracking sheet? Walkers who are a part of a team will give their donation tracking sheets and collected money to their Team Captain. We ask that only Team Captains hand in the money for the team to help the process move quickly.

Do I need to check-in the day of the event? No. If you have registered ahead of time, Walkers don't need to check-in. We do ask that Team Captains check-in the day of the event.

If I become a Team Captain, will I receive donation collection sheets for my team? If you register online, no additional paperwork is needed unless requested. If you register through the mail, a Captain's Packet with donation tracking sheets can be mailed to you upon request.

If I am a Walker and not a member of a team, what should I do with the money I collect? On the morning of the Walk, Walkers who are not a member of a team will go to the Individuals Table to turn in donation tracking sheets and money.

How much money does a Walker need to raise in order to qualify for an incentive prize? \$250

Can I bring my dog to the Walk? We ask that Walkers do not bring their dogs to the Walk unless it is a dog guide or service dog.