

HIGHMARK HEALTH WALK DETAILS

Fundraising tips

Thank you so much for helping us raise funds! Together, we can raise awareness of family homelessness and the successful model of Family Promise of NNCC.

We couldn't do this without you!

1. Email your friends and family!

Personal emails are incredibly effective. Here's a sample email:

Dear _____,

I'm participating in the Highmark Walk on June 11th to support Family Promise of Northern New Castle County, a nonprofit dedicated to preventing and ending homelessness for families. I support Family Promise NNCC because _____. Will you join me at the Walk or support my fundraising efforts? This year, Family Promise NNCC is raising funds to help support their goal of increasing the number of Delaware families they can serve at their on-site shelter. They plan to expand and build an entirely new shelter for families experiencing homelessness, aiming to increase their shelter capacity! With our support, Family Promise NNCC will transform the lives of 200+ families this year. Here's the link to sign up or donate:

<https://www.familypromisede.org/walk>. Every dollar makes a difference! Because of our support, Family Promise NNCC helps families overcome homelessness faster, more successfully, and more cost-effectively than anywhere else in Delaware. Thank you in advance for your support!

Sincerely,

2. Share your personal or team fundraising page on social media. Share the link along with a short personal anecdote about why you support Family Promise of NNCC. Here are some prompts:

- What was your most memorable volunteer experience?
- Why is ending family homelessness important?
- How have you seen Family Promise® NNCC transform the lives of children and families?

3. Set an example by donating to your own fundraising page.

A small donation is enough to show that you're personally committed to this event and the mission of Family Promise® NNCC.

4. Don't forget about the perks!

Donate or raise just \$30 to get this year's Walk T-shirt. And for every \$50 you donate or raise, you'll get one raffle ticket. Plus, keep an eye out for flash challenges throughout the campaign to win additional prizes.



**Make a difference
one step at a time**