

Fundraising & Teambuilding Tips

Together, we can raise awareness of family homelessness and the successful model operated by Family Promise. We couldn't do this without you - together, we're making the difference for Delaware's families experiencing homelessness.

1. Think about your sphere of influence

Who do you know that might be interested in supporting a good cause? Friends, family, co-workers, colleagues?

2. Call or email your friends, family etc.!

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

Dear _____,

I'm participating in the Virtual Highmark Walk 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 Virtual Walk or support my fundraising efforts? A virtual walk is a real walk, but it's on your terms! Anytime on June 12th, you choose how and when you walk (treadmill, park or trail, or around the neighborhood)

Your support will help Family Promise house families experiencing homelessness in their shelter, in our community, and families currently sheltering at the Hope Center.

Here's the link to sign up or donate: 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,

3. Create your personal fundraising page!

Your personal fundraising page is your chance to showcase why you care about and support Family Promise! This is a wonderful opportunity to showcase why Family Promise is an organization worth supporting. 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.

4. Share your page on social media!

Share the link to your personal page along with a short personal anecdote about why you support Family Promise® NNCC.

5. 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.

6. Don't forget about the perks

Incentives can often be a powerful tool for first time donors.

- Donate or raise just \$30 to get this year's Walk T-shirt.
 - Donors must register as a walker and donate to their own personal fundraising page.
- For every \$50 you donate or raise, you'll get one raffle ticket.
- Every donation up to **\$2,500 will matched!**