



## FUNDRAISING RESOURCES

We are so grateful that you've signed up for MyWalk4Friends 2023. These resources can help us launch to new heights. It's time to:

### *Ignite Your Friendship Engines!*

Our goal is to raise \$500,000 for our community, to help spark friendship, connection and support for individuals of **diverse abilities**, their families and teen volunteers. Remember, you can always reach out to Eli Shomer, our Head of Development, with any questions at [Eli@FriendsCleveland.com](mailto:Eli@FriendsCleveland.com) or at (216)-554-7078.

### Graphics

#### Milestone Graphics

*These graphics help you celebrate reaching your fundraising goals and milestones. This folder contains three sizes. Landscape, square and portrait.*

#### Countdown Graphics

*Time based graphics that create a sense of urgency and announce how much time is left to the MyWalk4Friends Campaign. Landscape, square and portrait sizes.*

#### Poster/Flyer

*Plaster these around town and build awareness for MyWalk4Friends.*

### Incentives - Power Raisers!

*We know... You are not doing it for the reward. Still, it is important for us to thank you for your support and show a token of*

*our appreciation for being a part of the Power Raisers!*

### Emails

Emails are still a very effective way to solicit donations. We have prepared a number of emails for your use.

1. [From an Individual](#)
2. [From a Family](#)
3. [From a Teen](#)
4. [Soliciting a Business](#)
5. [On Behalf of a Teen](#)

### Text/Social Messages

Text Messages are opened and read 95% of the time. Here are some effective messages for use on your favorite social network or messaging service.

1. [From a Supporter](#)
2. [From a Family](#)
3. [From a Teen](#)



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## **Fundraising Guide**

This section will take away the overwhelming feeling you may have and give you a clear path to fundraising success!

### [10 Steps To Fundraising Success!](#)

A simple guide to raise \$1,000 (or any amount) in just 10 days!

### [Fundraising Ideas](#)

All the different events, activities, and challenges you can do to raise money.

### [Who To Ask](#)

A great list of all the different people you can ask to contribute to your campaign.

### [Corporate Sponsorship Brochure](#)

If you are looking to take your campaign to the next level consider contacting your local media. Pitch it right and they may bite!



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## Email Content: From an Individual

**Subject Line:** Here's why I'm grateful for you

*Hint: Make sure to include your personal campaign link in the email to ensure that donations get made to your campaign page!*

Dear [Firstname],

I am blessed to have amazing friends, and you're one of them!  
Friends are so truly important.

This is why I'm proud to participate in Friendship Circle's annual MyWalk4Friends. Friendship Circle sparks friendship, connection, and support for children of **diverse abilities** and their families throughout Northeast Ohio. **I invite you to walk with me on August 27, 2023, and/or donate to help me raise funds for children of diverse abilities.**

Please donate on my Walk page with this link:  
{{Fundraiser.Fundraising\_Page}}

Helping these children is very dear to me, and I appreciate all the support you can give.  
Thank you so much for your generosity.

In Friendship,  
{{Fundraiser.Name}}



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## Email Content: From a Family

**Subject Line:** Hey, Friendship Hero! Help Our Family Walk 4 Friendship

*Hint: Make sure to include your personal campaign link in the email to ensure that donations get made to your campaign page!*

Dear [Firstname],

As you may know, we are proud members of the Friendship Circle family and benefit from the joy & friendships they provide to children of diverse abilities. I'm so grateful for [Insert reason why you support FC].

On Sunday, August 27th, 2023, our family will join the annual MyWalk4Friends to spread awareness and raise \$500,000 for Friendship Circle. This year, the theme is "Grateful & Going". It's a celebration of the past 20 years of Friendship Circle of Cleveland.

Our goal is to raise \$x to contribute towards the campaign.

Are you able to contribute \$x to help us reach our goal of \$x? Please donate on our Walk page with this link: {{Fundraiser.Fundraising\_Page}}

Thank you so much for your generosity!

{{Fundraiser.Name}}



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## Email Content: From A Teen Volunteer

**Subject Line:** Why Walk When You Can Soar?

*Hint: Make sure to include your personal campaign link in the email to ensure that donations get made to your campaign page!*

Dear [Firstname],

I am a **dedicated friend-maker at Friendship Circle**, where I spend time with my friend, one of the hundreds of children with disabilities that Friendship Circle of Cleveland serves. We play together, create art together, and continually build our friendship.

I've learned that when you contribute part of yourself, whether it's your time or money, you can **soar** through life!

That's why I'm proud to participate in Friendship Circle's MyWalk4Friends - the Grateful & Going campaign. Friendship Circle sparks friendship, connection, and support for children of **diverse abilities** and their families throughout Northeast Ohio. **I invite you to walk with me on and/or donate to help me reach my personal fundraising goal.**

Please donate on my Walk page with this link: {{Fundraiser.Fundraising\_Page}}

Hope to see you at the Walk on August 27, 2023!

Thank you for your generosity,  
{{Fundraiser.Name}}



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## Email Content: Business Solicitation

**Subject Line: You Would Make A Great Friend!**

*Hint: Make sure to include your personal campaign link in the email to ensure that donations get made to your campaign page!*

Dear [Firstname],

On Sunday, August 27th, our Friendship Circle family and the greater Cleveland community will come together to participate in our annual **MyWalk4Friends** to spread awareness and raise funds for Friendship Circle. Their mission is to spark friendship, connection, and support for children of **diverse abilities**, and their families, throughout Northeast Ohio.

This year, our theme is "Grateful & Going," in celebration of our 20th year of sparking friendships. We anticipate a huge crowd again, and as a corporate sponsor, your brand can receive priceless exposure in our Cleveland community.

Our goal is to raise \$500,000 for our organization, which makes up a significant portion of our operating budget. We ask local businesses to step up and play a vital role in sustaining friendship for everyone.

I invite you to review this year's sponsorship levels and the incentives of each. I thank you in advance for your thoughtful consideration and for working to reinforce our place within the community we serve.

Thank you,  
{{Fundraiser.Name}}





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## Email Content: On Behalf of A Teen Volunteer

Subject Line: My **[insert relationship here]** Is An Amazing Volunteer,  
Help His Team!

*Hint: Make sure to include your personal campaign link in the email to ensure that donations get made to your campaign page!*

Dear **[Firstname]**,

I'm sending you this email because you're a special person in my life. Everyone deserves a good friend like you.

That's why my **[insert relationship here]** is a **dedicated friend-maker at Friendship Circle**, where **[he/she]** brightens the life of a child with disabilities. They play, make art, and **just be together** in a happy setting that helps all children thrive. This is just one of the hundreds of friendships that they foster.

On August 27th, is Friendship Circle of Cleveland's **MyWalk4Friends**, which spreads awareness and raises funds, which are crucial for keeping their programs running. I invite you to donate to help **[her/him]** achieve his personal fundraising goal.

Please donate to **[her/his]** personal Walk page by clicking this link:  
{{Fundraiser.Fundraising\_Page}}

Thank you for being an amazing friend to me and to children of **diverse abilities!**

In Friendship,  
{{Fundraiser.Name}}



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## Text Messaging/Social Media Content:

### Supporter

{FirstName}, in the rush of the day-to-day, I'm inviting you to take a pause. Think about what you're grateful for. Then, you'll realize what I realized. That you have friends who are there for you. Friendship is SO important! That's why I'm raising [Goal Amount] for Friendship Circle. To provide sparkling friendship for individuals of diverse abilities. MyWalk4Friends is on Aug. 27. Please walk with me and/or donate. Start on my personal walk page here:  
[www.MyWalk4Friends.com/team\\_name](http://www.MyWalk4Friends.com/team_name)

### Family

{FirstName}, my family is part of Friendship Circle because [write briefly why you are an FC family or what programs you participate in (for example, "my child attends Sunday Circle to meet his friend every week")]. I am inviting you to contribute to Friendship Circle's MyWalk4Friends by walking with my family on August 27th, and/or by donating to our team, [insert team name]. Please find our team page here: [MyWalk4Friends.com/team\\_name](http://MyWalk4Friends.com/team_name)

It's going to be a blast! Thank you for your generosity!

### Teen

Hey [name], I'm a volunteer at Friendship Circle of Cleveland and I was hoping you could help me reach my goal this year! I'm inviting you to join MyWalk4Friends as one of my team members on August 27. Or, you can donate to my team to help me reach my goal of [amount]. It's going to be a blast. Thank you for your generosity!

Please find my fundraising team link here: [\[Your Link Here\]](#)