

FUNDRAISER TOOLKIT

2022 GLOBAL VILLAGE WELCOME WALK



THE ANNUAL COMMUNITY WALK BENEFITTING GLOBAL VILLAGE PROJECT

NOVEMBER 5, 2022



CELEBRATE 10 YEARS OF WELCOME



DEAR FUNDRAISER,

Thank you for joining our movement to welcome refugees and immigrants by fundraising for the 2022 Global Village Welcome Walk! Our 10th annual Welcome Walk will take place on November 5th, 2022. If you haven't yet, [register to walk with us today at bit.ly/RegisterWW22!](https://bit.ly/RegisterWW22)

We hope this toolkit will offer valuable resources for fundraising at a time when the need for welcoming community is greater than ever. Let's take this opportunity, not only here in Decatur and Clarkston, but also all around the globe. Let's raise our voices and say that we celebrate joyful acceptance and inclusion. We believe every student deserves access to an empowering education. We believe in welcoming — with open arms and hearts.

Follow the instructions in this packet to maximize your impact. With your help, we can spread our message as far and wide as possible!

Start Fundraising at [bit.ly/fundraiseWW22!](https://bit.ly/fundraiseWW22)



FIRST THINGS FIRST

CREATE YOUR PAGE NOW

- 1 Add your profile photo, personal message of support, and fundraising goal to your fundraising page at bit.ly/fundraiseWW22. Research shows that fundraisers who personalize their page raise more money. Your connections will see your face, “hear” your voice, and be compelled to support you and your cause!
- 2 Consider updating your page from a solo fundraiser to a Fundraising Team Leader — you’ll keep your personal fundraising page and also get a Team page. When you invite others to fundraise with you, you can increase your impact for GVP and have fun achieving your goals with friends and family! Email Erikah at eswift@globalvillageproject.org for more details.

NEXT STEPS

JUMP-START your fundraising by giving a gift to your own page — another evidence-based best practice that shows your supporters that you are committed and that there is a movement to join!

REACH OUT to your network — this includes seeing if your employer matches gifts! Be persistent — sometimes a supporter meant to donate, but just needs one more reminder with a convenient, direct link to your page. Try out some creative ways to get in touch with your networks. See the following page for ideas!

SHOW the impact — post the graphics we have created for you, share posts from GVP's social media channels to your own feed, and create your own authentic content using the activity below. YOUR people will respond most strongly to YOUR voice, so just speak from the heart!

THANK your donors — we will of course send thanks directly from GVP, but they gave because they want to show solidarity with YOU. Thanking them publicly (if they are comfortable with that) will encourage others to join the movement and give to your page as well. Keep an eye on your fundraising page, where you will see a list of recent donations.

RESOURCES

[How to Create & Customize Your Fundraising Page - Video Tutorial](#)

[How to Share Your Fundraising Page Link](#)

[Welcome Walk Event Page](#)



PROMOTING YOUR FUNDRAISING PAGE



COMPLETE the brainstorming activity on the next page to raise your unique voice in support of GVP's mission. This is the final tool you need, and it's one that you personally create. Write or record your own content based on the language you draft, and get ready to send, share, post!

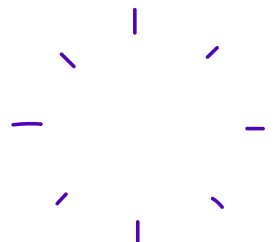
INCLUDE the link to your personal fundraising page, no matter where you are sharing and with whom. This seems like a no-brainer, but it's easily forgotten. Also, remember that checks can be mailed to Global Village Project, P.O. Box 1548, Decatur, GA 30031. If your name is in the memo line, we'll add it to your fundraising total.

COMMUNICATE your motivation to support GVP's mission by email, text, phone call, or even a snail mail letter (your relatives will appreciate you writing!). You know each individual in your life has a different preferred method of connection, so use as many as you can to spread the message far and wide. Remember, be persistent!

POST on social media, often and authentically. Take advantage of the graphics we have created for you to use and the hashtags that will connect you to the global movement: #GVPWelcome

HOST a gathering, online or virtual — a movie night, birthday/dinner party, happy hour, coffee break... the possibilities are endless! Contact us if you'd like a GVP representative to attend and speak about our mission and impact.

CHALLENGE yourself to do something wild or difficult: change your hair, go for a long hike or run, or tap into your artistry and create a painting. Let your community know about the challenge, and find sponsors to donate to your fundraiser to keep you to your word.



CRAFTING YOUR APPEAL



The most effective appeals are personal, authentic, and unique, and we hope the prompts below will make it easy for you to get started. Use this language in emails, text messages, or even post a recording of yourself reading it.

MY PERSONAL MESSAGE OF SUPPORT

Craft your personal fundraising story here: why you support GVP's work and your personal connection to our mission.

I'm fundraising on behalf of Global Village Project because _____.

I've seen firsthand the positive impact of Global Village Project's work, and my personal goal is to raise \$_____ to support it. In the spirit of welcoming immigrants and refugees everywhere, join me in making holistic and inclusive learning accessible for the refugee girls at GVP!

EMAIL OUTREACH TEMPLATE

Subject line: Will you join me in showing welcome to refugees and immigrants everywhere?

Dear (Name),

Thanks for taking a few minutes out of your busy day! I'm writing because I have committed to raising (personal fundraising goal \$) on behalf of Global Village Project. (Insert part or all of "My personal message of support" above).

It would mean a lot to me if you could provide your support. Whether you can give \$5, \$50, or \$500, it would make a difference. Donating is easy. Simply follow the link to my campaign page: (link). Please don't hesitate to reach out with any questions.

With gratitude,
(Your Name)



bit.ly/fundraiseWW22