



Rockingham Pregnancy Care Center

Walk for Life

October 1, 2022

FUNDRAISER PACKET

Thank you for your interest in fundraising for the 2022 Walk for Life. Through this fundraising event, Rockingham Pregnancy Care Center can continue its ministry of sharing the message of life, hope, and Jesus' love with women and families.

When: Saturday, October 01, 2022

Check-in begins at 10AM | Event begins at 10:30AM

Where: Rockingham Pregnancy Care Center

424 W Kings Highway; Eden, NC 27288

Who: Anyone!

Families with kids are encouraged to fundraise together and join us on our walk. Afterward, there will be fun activities, door prizes, and prizes will be handed out for top fundraisers and Walk team. **Lunch will also be served.**

— How to Become a Fundraiser —

- Go to rpccares.com/walk. Click on the words 'Become a Fundraiser!'
- You will be taken to our online fundraising platform. Click on 'Participate' and fill out the registration form.
- Be sure to join a team or create one of your own! If you don't have a team, you can leave this blank.
- Contact Jessica Turner (rpcwalk@gmail.com) if you create your own team, and more info will be sent. We also have 'Love Them Both' t-shirts, signs, bracelets, and more for teams to sell for fundraising.
- Recruit other team members. Even if you're not leading a team, encourage your friends to join in!
- Share your fundraising page online to begin fundraising and maximize effectiveness.
- Call or meet with potential donors to raise additional funds.
- Contact other team members on a regular basis to encourage each other in the process.
- Show up ready to walk with your team on Saturday, October 01, 2022!

**** Registration runs August 1-29, 2022. All participants raising \$50 or more in donations will receive an official 2022 Walk for Life t-shirt. Anyone joining after August 29th is not guaranteed a shirt until after the Walk.**

If you have any questions about fundraising, setting up your page, or if you know someone interested in being a business or individual sponsor, contact Jessica Turner.
(rpcwalk@gmail.com)

— Ways to Help Your Fundraising Effort —

- * **Give a donation yourself!** This shows potential donors that you are serious about this fundraiser.
- * **Set your fundraising goal higher.** When people see a smaller goal, they assume you won't have any trouble reaching your goal and decide not to give.
- * **Be sure to share why the cause matters to you.** There is room to do this on your fundraising page itself, and it's also good to do so when you first share to social media or if you send the link via text/email.
- * **Get your family and friends involved!** Ask them to share the link to your fundraising page.
- * **Encourage kids to participate!** Kids have so much enthusiasm and love to know that what they do is making a real impact. People are drawn to that and often give more when asked by a child. Even young kids can call up friends and family members or ask neighbors to donate. Consider having them set up a lemonade stand, host a car wash (you'll get more money if you do this 'by donation' rather than setting a price per car!), have a bake sale or garage sale, etc.
- * **Find out if your company has a matching gift program.** Consider setting up a specific time period (ie 3 hours or 24 hours) and encourage people to give during that time to have their gift matched.
- * **Keep people updated!** Don't post the link to your page only once! Re-share and let people know how well it's going, how close you are to your goal, or how much you have remaining before the day of the walk.

We are encouraging all fundraisers to set their goal to \$500 or more!

— How to Raise \$500 —

- * Ask 20 people to give \$25
- * Ask 10 people to give \$50
- * Ask 8 people to give \$25
+5 people to give \$20
+2 people to give \$50
+1 person to give \$100

— Ways to Collect Money —

1. Online

After you register online, share your fundraising page with family and friends, and via social media. This is the best way to start getting donations, even from people you may not think to ask in person.

2. Offline

You can use the attached donation form to take cash and checks. Be sure to have donors fill out all the information requested to help us with processing. Place the money in an envelope with the completed donation form so that you get credit for it. You can even add in offline donations on your online fundraising page so that you and others can keep track of your progress! Bring the envelope to check-in on the day of the walk or bring it by the Care Center by September 29th.

