



Food Allergy Heroes Walk

Fundraising Guide

*Brought to you by OWYN Brands,
a FARE National Strategic Partner*



Walk Purpose and Possibility

Food Allergy Heroes Walk began as a grassroots movement and has since grown into a thriving national program to support food allergy research, education, advocacy, and awareness. Our walk program is the critical vehicle for FARE to create impact through peer-to-peer fundraising in communities across the country. It is also an incredible opportunity for all families and individuals affected by food allergies to connect with each other, unite in a safe space, and celebrate their potential as change makers for better outcomes for their children and loved ones.

In 2017, a passionate coalition of FARE staff members, walk chairs and committees, and walk teams gathered with over 11,000 walkers and 1,400 teams across the country through Food Allergy Heroes Walk. Last year, through over 39 walks in dozens of states, the program raised over \$1.2 million to support FARE's programs and fund new initiatives.

FARE's food allergy walk has always been—and will always be—a safe place for kids and individuals with food allergies to come together as a community. Increasing our focus on fundraising will not diminish the hopeful community experience that means so much to so many. Rather, coming together as a group, united in our shared passion and driven by a common goal, will only further our bond.

Fundraising fuels research. Fundraising fuels education. Fundraising fuels programs and support. Fundraising is the vehicle of impact that will make this world a safer place for everyone affected by food allergies. It is through our fundraising efforts and our strength as a community that we will create the world in which we want to live.

In every community, every day, you'll find a circle of heroes keeping families managing food allergies safe. Celebrate your food allergy heroes and make an impact at FARE's Food Allergy Heroes Walk.

The following pages offer valuable resources and suggestions for you to communicate about your involvement in and fundraise on behalf of the Food Allergy Heroes Walk.

10 Weeks of Fundraising

Week 1

Set Up and Use Your Online Fundraising Page. Visit www.foodallergywalk.org to find the Food Allergy Heroes Walk nearest you, and register for the event. A personal walker fundraising page will be automatically set up for you. Follow the website steps to personalize your personal page and team page with a picture and your story about why you're walking and who you're walking for, then explore the various social media and email sharing tools.

Jump start your fundraising and set an example by making a personal donation. When you self-donate, it's much easier to ask family and friends to do the same. If your peers see that you are devoted to the cause, they are more likely to support you. You'll reach your fundraising goal in no time! Your online Participant Center has all the tools you need to be a successful fundraiser.

Week 2

Email Everyone You Know and Let Them Know Why You Walk. Import your email contacts into your online Participant Center, then send a message requesting that individuals donate and join your team! FARE has provided templates you can customize and use to get started. You may also wish to add the URL for your walker fundraising page to your email signature to ensure that everyone you write is reminded that you are walking and looking for support. Donations can come from people you might not expect – especially because so many families are touched by food allergies. The bigger your mailing list, the more money you'll raise toward your goal! Every dollar makes a difference.

Week 3

Check on Matching Gifts. Follow-up every donation you get with a note of thanks that also asks the donor if they work for a company with a matching gifts program. Because many corporations will match employee gifts to nonprofit organizations, this is an easy way for your contacts to increase the impact of their donations to your fundraising effort. To help employers process these matching gifts, be sure to provide FARE's Employer Identification Number (EIN) (i.e. Federal Tax Identification Number), which is 13-3905508.

Week 4

Share on Social Media. Have you told your Facebook, Twitter, and other online communities that you're participating in the Food Allergy Heroes Walk and need their help? If not, there's no time like the present!

Download and use the BoundlessFundraising Facebook app to your phone, tablet or laptop. This app has many tools to make fundraising on Facebook incredibly easy – and you can also recruit walkers, thank donors, schedule posts, and share your progress to your fundraising goal.

Be certain to include the link to your personal walker fundraising page so individuals can immediately join your team or donate.

Week 5

Invite Beyond Your Normal Network. If you have not already done so, start talking to and emailing people you do not know as well, inviting them to participate in and donate to the Food Allergy Heroes Walk. Reaching out to these acquaintances supports your fundraising goals and also helps to raise awareness of the life-altering and potentially life-threatening nature of food allergies. Be sure to let them know why this cause is so important to you and how they can make a meaningful difference through a donation. This week is also a great time to send a reminder message to email contacts who have not already donated or joined your team to again request that they do so.

Week 6

Host a Fundraiser. From car washes, movie parties and concerts to formal luncheons and galas, there are many ways to raise funds for your team and the walk. What is an activity you enjoy that you might tweak and turn into a fundraiser? The possibilities are endless! Display Food Allergy Heroes Walk signs at your event and walk promotional materials to make sure people know that proceeds from your community event will support your fundraising efforts for the Food Allergy Heroes Walk. Remember, every individual who registers to walk and raises \$100 or more in the Food Allergy Heroes Walk earns a free, one-of-a kind event t-shirt.

Week 7

Assess Your Progress. Throughout your fundraising effort, you should regularly assess whether you are progressing toward your goal. Hopefully, by now, you've already met or exceeded it, but if not, consider the size of your gap and repeat all of the previously mentioned activities from weeks one through six. Share via email and social media how far you've come and how far you have to go! Use your network of family, friends, neighbors, and colleagues to help you spread the word. Be sure you've made a personal, self-donation. When you self-donate, it's much easier to ask family and friends to do the same. If your peers see that you are devoted to the cause, they are more likely to support you.

Week 8

Bring Your Coworkers Into Your Fundraising Initiative. Ask your co-workers to consider what they might normally pay to eat out for lunch during the week (\$8 x 5 = \$40, for example), then ask them to bring their lunch from home for a week so they can donate the money they'd usually spend on lunch to your Food Allergy Heroes Walk fundraising efforts. You may also want to volunteer to create a fun activity each day during this week so everyone can enjoy their lunches from home together and enjoy supporting a good cause. Or, you could host a "Friday Dress Down/Jeans" day at work where everyone donates for the opportunity to wear jeans to work. Whether it's starting a company walk team, auctioning off a prime parking space (with the permission of its assigned user, of course), instituting a donation-for vacation raffle or starting a "Change War" in your office to collect spare change, there are lots of ways to get your co-workers involved. Talk to your Human Resources department about fundraising activities that can double as team-building efforts. More ideas are available at www.foodallergy.org.

Week 9

Not-So-Distant Dollars. Whether you're ready for some spring cleaning or have a few items around the house that are ready for a new home, consider hosting a yard sale and ask your neighbors if they'd like to join in. Apply your earning from the sale toward your Food Allergy Heroes Walk fundraising goal. You might also consider working with a local restaurant or business to collect extra change from customers or host a restaurant fundraising day where a portion of the proceeds goes to your walk team. Be sure to include signage that lets customers know about FARE and the Food Allergy Heroes Walk.

Week 10

Congratulations, It's Walk Week! Repeat and follow up on ALL of your earlier efforts to ensure no pennies are missed that might go toward your individual or team total. You may want to host a party to celebrate the upcoming Food Allergy Heroes Walk, and remind attendees they can still join your team or donate. Remind all of your email and social media contacts that there is still time to give or participate.

Social Media Fundraising

Social media is a great way to let your connections know you are participating in FARE’s Food Allergy Heroes Walk and to ask for support to help you succeed in your walk fundraising efforts. Get creative, or edit the sample messages below to post to your online networks.

First, be sure to download our Boundless Fundraising app – it does most of the work for you and even includes a “donate” button on each post so someone can be directed to your page! To access it, log in and start posting, tweeting, and sharing your reason for walking in the 2018 Food Allergy Heroes Walk.

Message #1 – After You Register

I just registered for the <city> Food Allergy Heroes Walk, and I need your support! Visit my walker webpage <insert link>, and join my team or donate. I walk because <insert reason>.

Message #2 – Anytime During Campaign

Every 3 minutes, a food allergy reaction sends someone to the emergency department. I’m raising funds to help change that! Visit my walker webpage <insert link> to learn more, join my team or donate. (Use different facts from <https://www.foodallergy.org/life-food-allergies/food-allergy-101/facts-and-statistics> for your first sentence each time you post.)

Message #3 – Halfway to Goal

Yes! I’m halfway to my Food Allergy Heroes Walk goal and only need \$<#> more to reach it! Will your donation be the one that helps me reach my goal? Thank you in advance for your help! Visit my walker webpage <insert link> to learn more, join my team or donate.

Message #4 – Two Weeks Before Walk

Join me in two weeks for the Food Allergy Heroes Walk, and make a difference in the lives of the 15 million Americans with food allergies! Visit my walker webpage <insert link> to learn more, join my team or donate.

Message #5 – After the Walk

Thank you to everyone who supported our efforts to help us connect, unite, and inspire unite, connect, and inspire others about food allergies! The Food Allergy Heroes Walk in <our town> raised \$<#> overall, and we contributed \$<#> to that total! Awesome! A great time was had by all, and I hope each of you will continue to support people with food allergies by supporting Food Allergy Research & Education, www.foodallergy.org.

Important tips to remember with your social media posts:

- Always link to your personal walk fundraising page in every post or email.
- Post frequently and at different times of day to reach more of your friends, family, and associates.
- Add pictures or video to your post.

- Publicly thank your donors on your social media pages. For example: “Thanks to Jane Doe for her donation to the Food Allergy Heroes Walk. Your support is greatly appreciated and you are my hero!” Other donors may be encouraged to participate once they see the support you have already acquired.
- Add an automatic link to your walker webpage in your email signature. That way, whether you’re thinking about it or not, you’re inviting everyone you connect with to help! A suggested signature is below: I’m registered for the <city> Food Allergy Heroes Walk, and I need your support! Visit my walker webpage <insert link>, and join my team or donate. I walk because <insert reason>.

Email/Letter Writing Campaigns

Most successful fundraising is the result of building a personal connection between an organization and a donor. For the Food Allergy Heroes Walk, the personal connection between the walk and the potential donors in your community is YOU!

Walk participants who send emails and letters to their contacts raise, on average, 5 to 10 times more money than those who do not.

Consider the tips below as you reach out to your family, friends, and associates:

- **Handwrite names and addresses on letters you send through the U.S. postal service.** Handwritten envelopes from individuals that the recipient knows have a nearly 100 percent success rate for being opened and considered.
- **Include your personal story in your letter or email.** FARE has provided multiple text templates in your participant fundraising center on the walk website to help you start your letters and emails, but it is important for you to customize these templates with YOUR story. There are 15 million Americans with food allergies, which means there are 15 million reasons to walk. What life experiences have made you want to support FARE and its mission? Share your story with your potential donors.
- **Send your first letter or email immediately.** As soon as you register for the Food Allergy Heroes Walk, start preparing your mailing list and letters. Procrastination is often an enemy to fundraisers, so the sooner you start asking for donations, the better your results at the end.
- **Follow up with the people you contact.** People often need reminders. About two weeks after you send your initial letter or email, call or follow up with the individuals on your mailing list from whom you haven't yet heard. About two weeks before the FARE Walk itself, conduct another round of follow up with any individuals who have not yet made a donation.
- **Thank those who give.** Most of your donors will give because they care about YOU. Thank them for helping to make a difference for the 15 million Americans with food allergies.

Make sure each of your communications asking for donations includes:

- Your personal story
- Your fundraising goal
- Information about the impact of their donation (link to PDF Every Dollar Makes a Difference or Your Donations at Work)
- A deadline for donations
- A reminder that donations are tax-deductible
- A link to your personal walker fundraising webpage
- A reminder that checks should be made out to "Food Allergy Research & Education"
- An invitation to join your team

A Fundraising Plan Checklist

We are here to make sure your fundraising for your FARE Food Allergy Heroes Walk is a success! Below we've provided sample plans to help you reach your fundraising goals. Feel free to mix and match until you've come up with a plan that fits perfectly to your goals! Every fundraising dollar makes a difference. See the meaningful impact of your fundraising to advance FARE's important work.

Raise \$350

Impact of your fundraising: When you raise \$350, you can put FARE's newly diagnosed patient kit in the hands of 140 families who are coping with a new diagnosis of a food allergy.

✓	What to ask	Amount
	Ask 4 relatives for \$25 each	\$100
	Ask 5 friends for \$20 each	\$100
	Ask 5 co-workers or neighbors for \$20 each	\$100
	Sponsor yourself!	\$50
	TOTAL:	\$350

Raise \$500

Impact of your fundraising: When you raise \$500, you can put 20 "Be a Pal" food allergy education materials to an elementary school classroom.

✓	What to ask	Amount
	Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member.	\$500
	TOTAL:	\$500

Raise \$1,000

Impact of your fundraising: When you raise \$1,000, you allow FARE to provide a grant to a community organization in support of food allergy educational materials.

✓	What to ask	Amount
	RECRUIT TEAM MEMBERS Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member.	\$500
	PARTNER WITH A VENDOR Work with a vendor (i.e. Mary Kay, Stella & Dot Jewelry, Tastefully Simple) to set up shop in your office lobby for the day or host a party at your home. Ask for 20% of the sales to come back to FARE.	\$300
	CASUAL FOR A CAUSE Host a dress down day at your office – charge \$5 to participate.	\$100
	GAME WATCH Invite 10 friends over to watch the Super Bowl, March Madness, Stanley Cup (or whatever sport you all love) and ask for a \$10 donation. Provide snacks and drinks and it will be a party everyone will remember for a great cause!	\$100
TOTAL:		\$1,000