



Tips for Virtual Fundraising ZOE Rescue Walk May 1-31, 2022

1. Set a goal and let people know! Set a fundraising and walking goal and let friends and family know so they can support you in your efforts to reach it!

2. Make the first contribution to yourself. Kick start your fundraising and show supporters that you are personally committed by making a personal donation.

3. Identify people who will support the cause! Take time to brainstorm connections to people you have and consider who to reach out to. Use the template in the app to send SMS, email, or WhatsApp messages OR post to Facebook, LinkedIn, Snapchat, or Twitter to ask for support from friends, family, and coworkers. Start by making a list of:

- Friends and family
- Current / former colleagues and classmates
- Your professional, volunteer or church community
- Your social, hobby or recreational groups

4. Make your message personal. Your supporters want to hear why you care about fighting child trafficking - and what your fundraising goal is. We have templates for your fundraising pages, emails, and social posts, but your words, photos, and inspiration will make your story shine.

5. Keep your donors engaged. Use the schedule messages feature within the app to update your supporters on your efforts via email, social media, and regular communication -- and ask them to help spread the word. Let them know how your fundraising is going and when you hit your fundraising and walking milestones!

6. Follow up on donation asks. Now more than ever, the volume of email and social media communication can be overwhelming, and you may have trouble reaching your supporters. Remember that people often intend to donate, but then forget to follow through. It's okay to remind them! Most donations are made within two weeks of the event date.

7. Emphasize the impact of donor support. Learning about human trafficking is a critical first step. To be a strong advocate, you must first learn the facts. Daily, through the walk app community, our team will be sharing inspirational stories and facts to help educate you. Share these stories with your supporters to encourage their contributions to end child trafficking.

8. Say "Thank You." Take the time to express your gratitude in a meaningful way. Make your supporters feel a part of your efforts. For example, send a personal thank you note or email to everyone who donates. Make sure to send a final update with your fundraising totals to share your gratitude.

ZOE Rescue Walk Resources:

- How to use the ZOE Rescue Walk App
- Team Captain Guide
- Creative Team Name Ideas

Have questions?

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