



Hubbard House Walker & Runner Packet



Who Do You Know? Use this Memory Jogger and Find Out!

We know you're committed to our mission and raising support for Hubbard House. But, have you invited your friends and family to join you? Most fundraisers find their friends and family are a great source of support, and we feel sure it will be the same for you; after all, the people who care most about you will be the most likely to want to support your effort to make a difference. To create a winning list of potential supporters, use this helpful worksheet.

Make a phone call to:

1. Parents _____
2. Sisters _____
3. Sisters-in-law _____
4. Brothers _____
5. Brothers-in-law _____
6. Aunts/uncles _____
7. Cousins _____
8. Children _____
9. Nieces/nephews _____
10. Grandparents _____

Send an email to:

11. Accountant _____
12. Attorney _____
13. Babysitter _____
14. Dentist _____
15. Chiropractor _____
16. Landlord/manager _____
17. Real estate agent _____
18. Physical therapist _____
19. Physician _____
20. Wedding planner _____

Drop off a letter to:

21. Pet groomer/vet _____
22. Drycleaner _____
23. Florist _____
24. Barber/stylist _____
25. School _____
26. Supermarket _____
27. Manicurist _____
28. Bartender _____
29. Gym/yoga studio _____
30. Pharmacist _____

Others you might call or email:

31. College friends _____
32. Sorority/fraternity friends _____
33. High school friends _____
34. Facebook friends _____
35. Children's friends _____
36. Children's teachers _____
37. Neighbors _____
38. Parents' friends _____
39. Former co-workers _____
40. Coach(es) _____

People you know people from:

41. Work _____
42. Softball/bowling league _____
43. Gym or yoga _____
44. Childcare _____
45. Place of worship _____
46. Coffee house _____
47. Neighborhood café _____
48. Camp _____
49. Golf course _____
50. Favorite restaurant _____

Don't forget...

51. YOU can make a personal donation.



How to Write a Fundraising Letter

Now that you've set up your personal webpage on HubbardHouseWalk.com and brainstormed potential supporters using the form above, it's time to start fundraising! There is still power in the written word, so here are a few hints to help you get started.

1. Create a list of EVERYONE you know using our memory jogger. Don't say "no" to anyone because you assume that they can't or won't support you. Send them the letter or email, and let them decide. Do not hesitate to include casual acquaintances as they will understand that you are seeking donations for a worthy cause.
2. Ask. Include a call to action. Don't just tell them what you are doing; ask for their help. Include your personal fundraising goal in the text and suggest giving levels. Do not diminish your request by being apologetic or by saying something similar to "I hope you can donate something."
3. Make it personal. If mailing, address the outside envelope by hand and sign each letter. For emails, don't send a mass email with everyone's address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short, personal note to those you don't see regularly, e.g. "Mary, I hope this finds you doing well!"
4. Put your HEART into it. Let them know why you're fundraising. This cause is important to you – share why. Don't include too many facts and figures, instead include why you have personally taken on this task. People will donate to you because they know you and want to support your efforts.
5. Make it easy to donate. Include your personal fundraising page and encourage online donation. If mailing, include a return envelope for them to send their donation to you (checks can be made out to Hubbard House, Inc.). Label the envelopes with your address. It's also nice to include a stamp on the return envelope.
6. Set a due date. People are always motivated by due dates. We recommend that you set a due date earlier than April 8, 2017. This way, you can assess your fundraising and revise your plan if needed before the actual due date.
7. Send a reminder. Keep a list of those who send in donations. Send a reminder to those who have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Reminder letters are sometimes more successful than original letters.
8. Send a "thank you" card. "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount. Staying in communication develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for future efforts.

Sample Fundraising Letter

In case you need a little more help, here's a sample for you.

Dear <Name of Letter Recipient>,

Hubbard House provides life-saving emergency shelter and support services to domestic violence victims and their children in Jacksonville. Because this cause matters deeply to me, I'm participating in their Stand Up & Stride Walk and Run (April 8, 2017), and I'm asking you to support me with a small donation.

The donation can be small because Hubbard House faithfully manages donor dollars, so a little goes a long, long way:

- \$25 buys breakfast, lunch and snacks for five children in the Hubbard House therapeutic daycare program
- \$50 buys an hour of counseling for a child who has witnessed domestic violence
- \$150 buys a night of emergency shelter – warm, safe beds, nutritious food and support services – for a domestic violence victim and her two children

Together, <name of letter recipient>, we can make a difference for domestic violence victims and their children and provide help when it's needed most. As such, I ask, **will you support me and my efforts with small donation?**

To make a donation, you can visit my personal walk webpage at <your personal webpage address> or return your check to me in the enclosed, self-addressed envelope by April 1, 2017. And, of course, if you have any questions, don't hesitate to contact me at <phone> or <email>.

Sincerely,

Your name



Social Media

As we all know, social media has become one of the most powerful tools available in today's world. We encourage you to utilize it to enhance your fundraising efforts. We have included some sample messages you can edit/personalize and post to your Facebook profile, Twitter page or LinkedIn profile.

Message One – after registration:

I registered for the Stand Up & Stride Domestic Violence Awareness Run/Walk (4/8/17)! Support me? Go here: <hyperlink web address. Note, you may need to shorten the address using Bitly.com or similar>

Message Two – throughout campaign:

1 in 3 women have been victims of intimate partner violence! I'm doing something about it, and you can help: <hyperlink web address. Note, you may need to shorten the address using Bitly.com or similar.>

Message Three – halfway to goal:

I'm halfway to my Stand Up & Stride goal! Will you help me reach it? Make your donation today: <link web address. Note, you may need to shorten the address using Bitly.com or similar.>

Message Four – two weeks before the event:

Just two weeks until the Stand Up & Stride Run/Walk! Will you help me to help Hubbard House? Go here: <link web page. Note, you may need to shorten the address using Bitly.com or similar.>

Message Five – after walk:

Thank you to everyone who supported my efforts to help Hubbard House! I raised <\$\$\$>! The event raised <\$XXXK>!

Key points to remember when utilizing social media:

- While fundraising, always include a link to your personal fundraising page. To make the link shorter (fewer characters), consider using Bitly.com, or another URL shortening website.
- It's likely that your friends and family would like to hear about your whole experience. For example, if you post shots of you training or with your team, they'll feel more involved and interested.
- Publicly thank your donors on your page, e.g. "Thanks, Jane Doe, for your donation. Your support is so appreciated!"

One last great idea, include a link to your webpage in your email signature:

I'm participating in this year's **Stand Up & Stride – 8th Annual Domestic Violence Awareness Run/Walk** which will take place on Saturday, April 8, 2017. Visit my page to learn more and support my efforts <insert your hyperlink here>.

Fundraising Ideas

Fundraising can be a lot of fun and there are many easy ways to raise money. We want you to enjoy your experience, so we've provided a few great ideas to jump start your efforts!

Coordinate a "Dress-Down Day" with HR

With the approval of your company's Human Resources department, ask colleagues to donate \$5 to your fundraising efforts in exchange for the opportunity to dress casually on a designated day!

Corporate Matching Gifts

Corporations will often match gifts given to you by employees. This is a great way to double or triple your fundraising efforts. Contact your HR Department for more information. Ask each donor if their company matches charitable donations.

Spaghetti Dinner

Put on a low-cost, high-profit spaghetti dinner in conjunction with your school, work, neighborhood association or faith-based organization. Don't forget to put out a donation jar for those who stop by but don't purchase a meal.

Go Greek

Contact your local sorority/fraternity chapter and tell them that you are an alum. (We're assuming you'll have to prove this with some fort of secret handshake.) Ask them if they would do one of their philanthropy/charity events for your cause, or help you with yours. They could, for example, bake cookies for your bake sale.



Concession Stand Take-Over

Many sports venues and high school stadiums allow groups to work the concession stand to raise funds for charity. Contact the arenas near you. Or, if your child's little league does not have a concession stand, ask if you can sell water and treats!

Restaurant Night

If you have contacts at a local restaurant or bar, or even if you are just a frequent customer, see if they would let you plan an event. Maybe they donate a certain percentage of their sales, maybe their tips, or you could organize a celebrity bartending night.

Use your Passion!

Host a clothing or book swap. Baby sit. Pet sit. Proofread and edit résumés. Make cakes or cupcakes. Your passions are powerful!

Make a Plan

Set a fundraising goal and then create a plan to help get your there. Here are a few suggestions!

Raise \$250

<input type="checkbox"/>	Ask 5 relatives for \$25.00	\$125.00
<input type="checkbox"/>	Ask 6 friends for \$10.00 each	\$60.00
<input type="checkbox"/>	Ask 4 co-workers or neighbors for \$10.00 each	\$40.00
<input type="checkbox"/>	Sponsor yourself!	\$25.00
		\$250.00

Raise \$500

<input type="checkbox"/>	Email Campaign: Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25.00. Even with a return of 25% you will raise more than \$100.00 per team member.	\$500.00
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Raise \$1000

<input type="checkbox"/>	Email Campaign: Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25.00. Even with a return of 25% you will raise more than \$100.00 per team member.	\$500.00
<input type="checkbox"/>	Partner with a Vendor: Work with a vendor (e.g. 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 Hubbard House.	\$300.00
<input type="checkbox"/>	Casual for a Cause: Host a "Dress-Down Day" at your office – charge \$5.00 to participate.	\$100.00
<input type="checkbox"/>	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 \$10.00 donation. Provide snacks and drinks, and it will be a party everyone will remember for a great cause! (This also works great with movies!)	\$100.00
		\$1,000.00



Frequently Asked Questions

What is Hubbard House?

Hubbard House is a full-service certified domestic violence center providing prevention and intervention to domestic violence survivors and their families in Duval and Baker counties in Northeast Florida. Hubbard House has a 24-Hour Emergency Hotline for victims of domestic violence and those needing resources at (904) 354-3114.

When is the Run/Walk?

The Stand Up & Stride, our 8th Annual Hubbard House Domestic Violence Awareness Walk & Run, will take place on Saturday, April 8, 2017, at the Jacksonville Landing.

Where can I send a donation?

You can mail your donation to Hubbard House, c/o Development, P.O. Box 4909, Jacksonville, FL 32201; donate money on your personal walk webpage; or bring a check with you to the event.

How are funds raised from the Run/Walk used?

The money raised will provide emergency shelter and support services for domestic violence victims and their children. Last year, Hubbard House provided services to nearly 5,000 clients. This was only possible because of the generous support of the community.

Is there a minimum amount participants must raise in order to Run/Walk?

Absolutely not! There is no minimum to raise or fee to participate; however, those who raise \$100 receive a free t-shirt and those who raise \$250 or more are entered to win valuable prizes, like concert tickets, sporting event tickets, and food and beverage gift cards.

What about parking? and pets?

Parking is available at The Landing and nearby for \$5.

Who should I bring?

Everyone! Invite your friends, family, children and dogs!

Don't forget to visit www.hubbardhousewalk.com for the most up-to-date information and resources, and be sure to follow us on Facebook and Twitter for fun stories, updates, and the latest and greatest walk information!

Walk & Run Route

