



AIDS
WALK
BOSTON

FAMILY & FRIEND TEAMS
FUNDRAISING GUIDE

FENWAY HEALTH

FUNDRAISING TRUTHS

PEOPLE GIVE TO PEOPLE

We each have a network of people who will want to support us. Fundraising is all about relationships! “This is an important cause to me” gets results. Give your own pledge to your fundraising page. Most people will give at or below that dollar amount.

THERE'S NOBODY NAMED SOMEBODY

It's far more effective to ask a specific person for a donation or to join your team than it is to put out a big group call. Make people feel special and needed! Think about the people in your inner circle and start there to build your fundraising. Next move outwards to a larger pool, then when you're close to your goal (or over it!), put out a general call through emails or social media for the icing on the cake.

COMPETITION AND REWARDS WORK

Leverage a spirit of fun and competition! Use your Team Captain page to send out emails to your teammates about their progress. Who's in the top 5? Who raised the most this weekend?

Does your workplace have branded swag? Giftcards to local eateries? Small items like this can be fun motivators! Use our “weekend challenge” email template or similar challenge emails to keep teammates vying for fun prizes and the top spot on that fundraising list.

HOW TO SET A TEAM GOAL

Everyone has their own fundraising capacity, based on their network. As a captain, think about how your recruitment goal and fundraising goal can support one another.

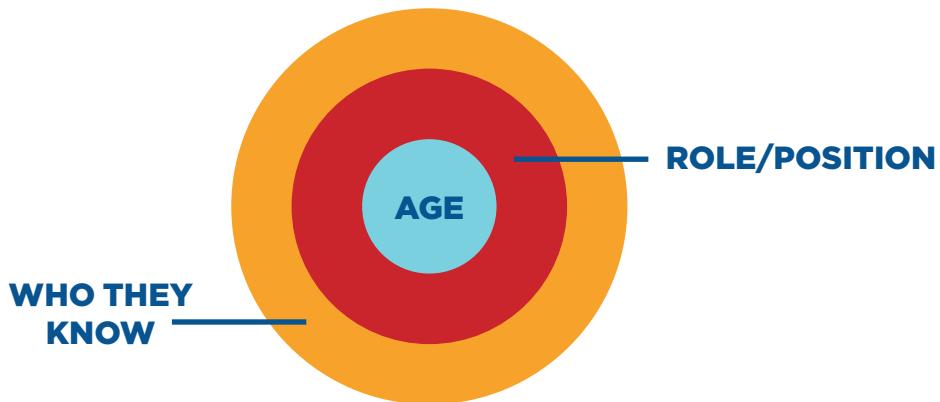
To Raise \$5,000 as a Team You Need:

5 people who can raise \$1000 each

10 people who can raise \$500 each

25 people who can raise \$200 each

NETWORK DETERMINES FUNDRAISING CAPACITY



A CEO will have a different network and fundraising capacity than someone just out of college. Both can be an important contributor to the team in their own ways. It helps to recognize the difference in their fundraising capacity when it comes to reaching your goal.

MAXIMIZING YOUR IMPACT

Get Your Gifts Matched!

Ask your company about giving matching gifts and/or sponsoring the Walk. This can go towards your team fundraising total. Don't forget that your donors can ask their companies to match their gifts too!

Sponsor the Walk

The AIDS Walk offers visibility for Sponsors! Ask your company about Sponsoring Fenway Health. This may be able to count towards your team fundraising total. To discuss this, reach out to **Jonathan Potvin** at jpotvin@fenwayhealth.org or at **857.313.6733**.

TEAM CAPTAIN CHECKLIST

Get community leaders involved.

People with large networks and in leadership roles can help boost your team's message and reach.

Set a goal for recruitment.

Based on the number of folks in your group or community. How much do you think each person can raise? Remember that everyone has their own fundraising capacity.

Set a fundraising goal.

Set a deadline for raising the money.

Do you want to do this in one week? Two? Do you want to leverage Pride month to get your workplace involved?

Recruit co-captains to help spread the word and connect with different communities!

Gather some fun giveaways or make prizes – even paper plate awards can work!

Personalize your page to tell your story.

Send out update emails to teammates according to your fundraising timeline to keep people motivated, involved, and informed.

Use the templates we've provided for you on your Team Captain page. If you don't want to send these emails through your page, you can copy and paste to send from your preferred email!

Goal of 1 week: email every day

Goal of 2 weeks: email Monday, Wednesday, Friday

Goal of 3 weeks: email Monday, Friday

Goal of 4 weeks: email once per week

Attend Family & Friend Team Calls with Fenway Health Development.

Lead by example!