

Walker Fundraising

Toolkit

caringkind
New York City
Alzheimer's Walk

Getting Started

So you've decided to fundraise for CaringKind, **THANK YOU!** You're joining a community of everyday people making a difference – providing **hope** for those who need it most.

Fundraising can seem daunting at first, but the **good news** is you don't need to be a fundraising expert to raise a lot of money. You have a chance to make a **big impact**. By **mobilizing your friends and family**, you can help CaringKind reach more people, raise more money and awareness and make a **bigger impact**.



OUR PURPOSE

AT CARINGKIND, we are wholeheartedly dedicated to being your Trusted Partner in the journey through Alzheimer's and related dementia, providing guidance, support, and comprehensive services to every person, at every stage of the disease. From the moment of diagnosis to end-of-life care, our mission is to ensure that everyone, regardless of their background or the challenges they face, finds a compassionate ally in us.

YOUR IMPACT

All our programs are provided free and made possible by the generous support of our donors through fundraisers, like you!

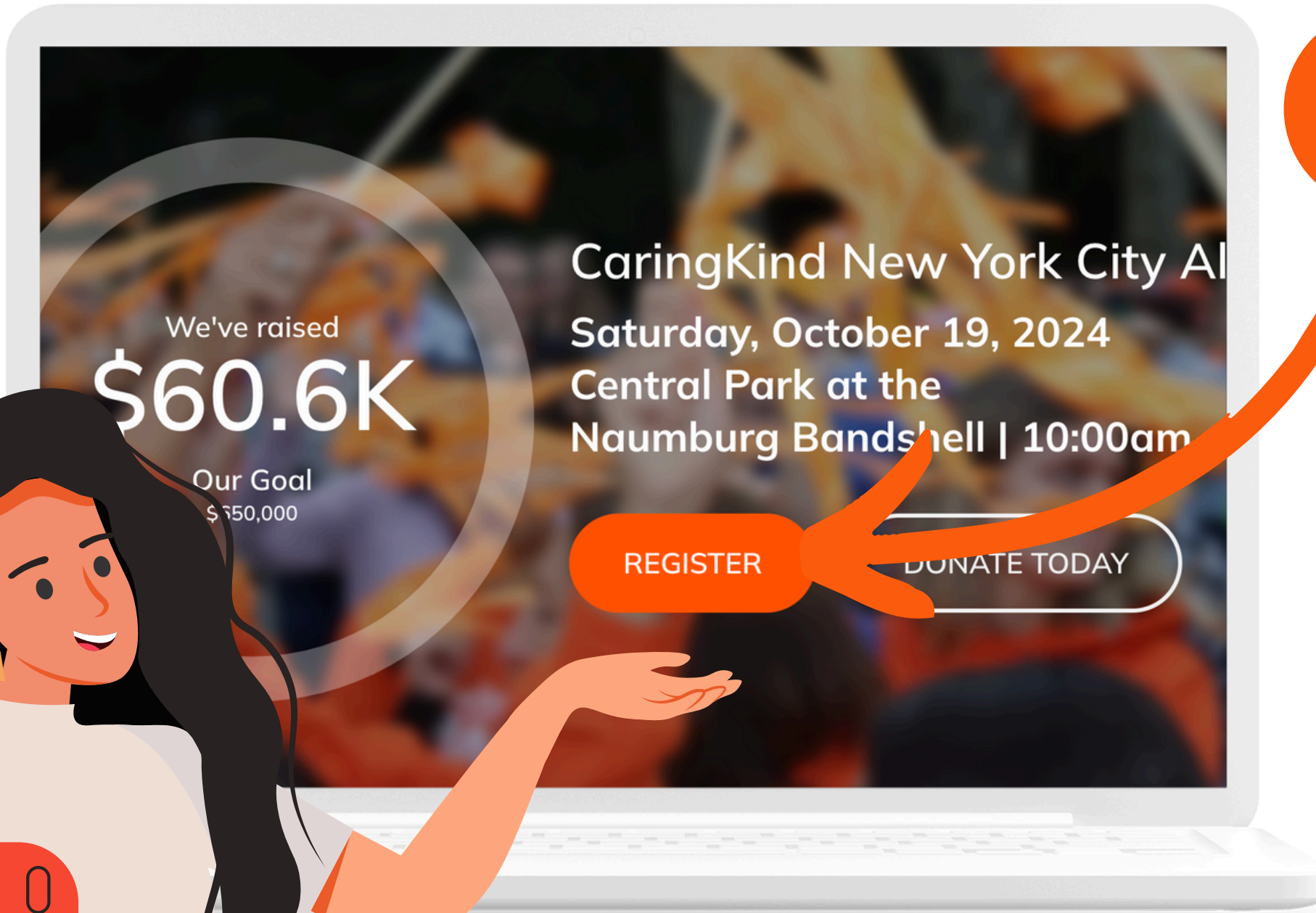
caringkind
The Heart of Alzheimer's Caregiving





Register your team

4

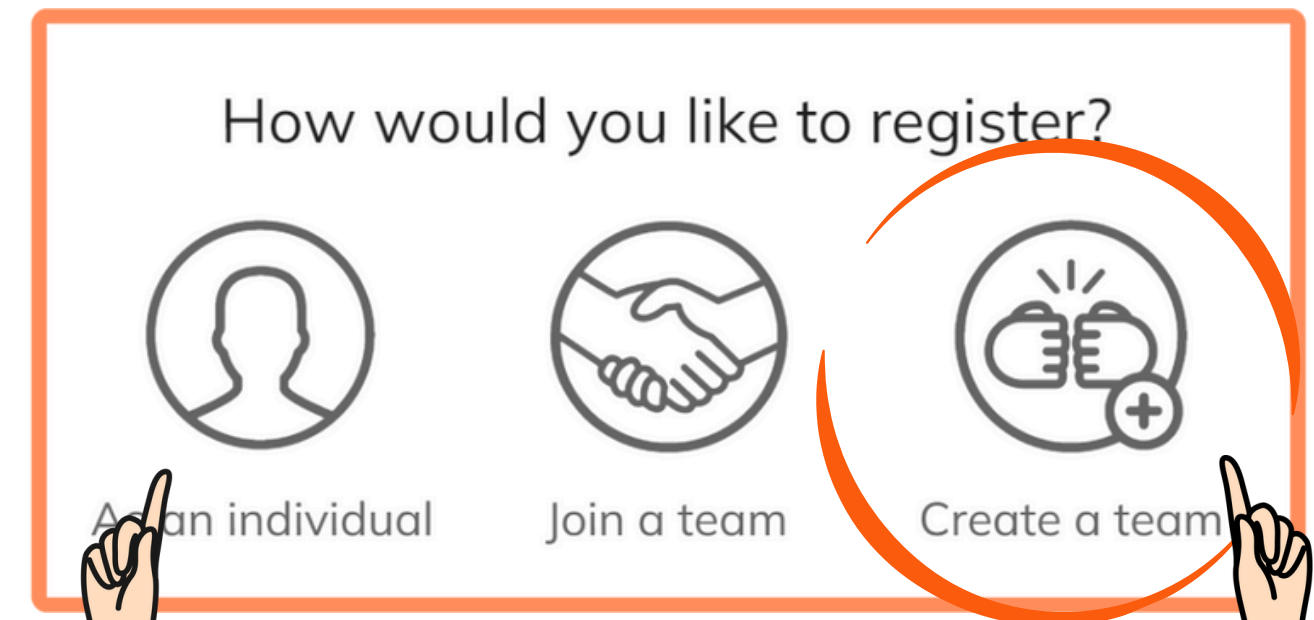


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Go to **ckwalk.org** and **click Register**

2

Select **Create a Team** on the registration page and fill out the registration form.



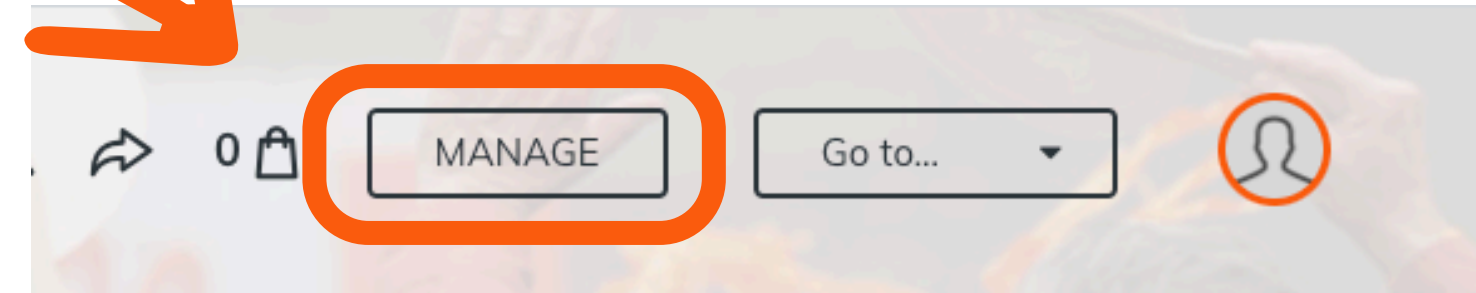


Setup your team page

5

1

Click on the **MANAGE** button at the top of your team homepage after logging in



Three suggestions will appear to help you kickstart your fundraising page!

Tell your story

Add your donation

Ask for support



Edit your story

Personalize your story and tell people why you are fundraising for 2023
CaringKind New York City Walk

SKIP

COMPOSE



Donate to your campaign

Show others you are committed to your fundraising goal.

SKIP

\$5

\$25

\$100



Ask for donations

Copy a message to email your closest family and friends for their support.

SKIP

ASK

Tell your story

6


People are more likely to respond when they hear the **reason why** you are fundraising. **Share your personal story** to give your fundraising efforts a boost and **connect emotionally** with others.

Add a **personalized story** to your donation page. Add **photos, videos, and a message** to tell people why you are fundraising.

Sharing your personal story is a powerful way to connect with your friends, family, and network

STORY

UPDATES



Personalize your story

This is the default story behind our campaign, but you can make it your own. Add photos, video, and text to tell people why you are fundraising!

Welcome to our team page!

Our individual team members have combined digital forces to create this awesome fundraising team. Together we will raise more money for CaringKind, The Heart of Alzheimer's Caregiving than we ever could alone!

Want to help?

Support by making a donation to our team. The process is fast, easy, and secure... and you can be sure that it will benefit a great cause!

Come join the squad!



Crafting Your Story

7

Here's a step-by-step guide to help you create a compelling and impactful story.

1

Start With A Strong Opening

Hook Your Audience: Begin with a powerful statement or question to grab attention.

Introduce Yourself: Briefly introduce who you are and your connection to Alzheimer's and related dementia.

Example: Did you know that every 65 seconds, someone in the United States develops Alzheimer's? Hi, I'm [Your Name], and I'm walking for my mother, who was diagnosed with Alzheimer's three years ago."

2

Share Your Personal Connection

Describe Your Experience: Talk about how Alzheimer's has affected you or your loved one.

Be Authentic: Share genuine emotions and experiences to build empathy.

Example: "Watching my mother struggle with memory loss and daily tasks has been heart-wrenching. Every day, we face new challenges, but we also find moments of joy and connection."

Crafting Your Story

8

3

Explain the Importance of the Walk

Highlight the Cause: Explain why the CaringKind New York City Alzheimer's Walk is important to you and to the community.

Mention the Impact: Share how the funds raised will support CaringKind's resources providing programs, services and education – which are all provided free by the help of the funds raised through the Walk.

Example: “The CaringKind New York City Alzheimer's Walk provides critical resources for families like mine and supports programs, services, and education that guides us through every moment along our journey. Every step we take brings hope to those affected by Alzheimer's.”

4

Include a Call to Action

Invite Participation: Encourage your audience to join your team, donate, or spread the word.

Be Specific: Provide clear instructions on how they can help.

Example: “I invite you to join our team, '[Team Name],' and Walk with us on Saturday, October 19th in Central Park at the Naumburg Bandshell. If you can't join us, please consider donating to support our cause. Every contribution, no matter the size, makes a difference.”

Crafting Your Story

5

End With A Thank You

Express Gratitude: Thank your audience for their time, support, and consideration.

Provide Contact Information: Offer a way for them to reach out if they have questions or need more information.

Example: “Thank you for taking the time to read my story and for your support. Together, we can make a difference to ensure that nobody faces this journey alone. If you have any questions, feel free to contact me at [Your Email].”

Tips for Effective Storytelling

Be Concise: Keep your story focused and to the point.

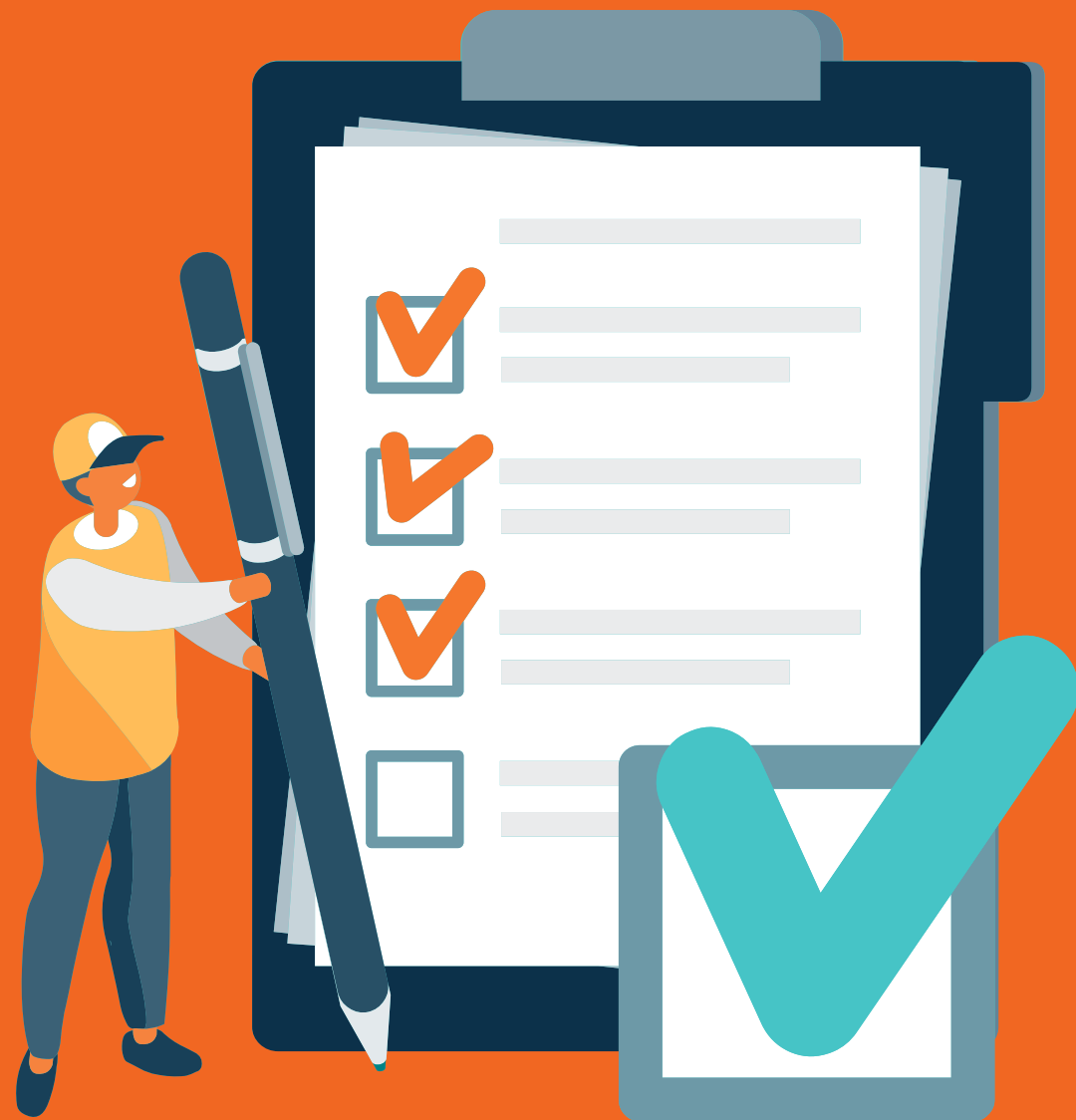
Use Visuals: Include photos or videos to make your story more engaging.

Update Regularly: Share updates on your progress and any milestones reached.

Be Positive: While sharing challenges, also highlight hope and progress.

Your story has the power to inspire and mobilize your network. By sharing your personal connection to Alzheimer’s and related dementia and the importance of the Walk, you can rally support and make a meaningful impact. Thank you for being a part of this important cause.

Tips to Get Started



Make it personal

10

Make sure your fundraising page shows why you are participating in the CaringKind New York City Walk by personalizing it with photos and updating the text on your page!

Set a goal

Fundraisers with a specified target are more likely to reach their campaign goal and make a greater impact, so share your goal with your network!

Donate first

Being the first to donate to your campaign will show your network how dedicated you are to creating positive change and hitting your campaign goal!

Recruit

Make a list of team members to recruit and then reach out to people to join your team – remember you are better in numbers!

Organize a list of potential donors

Think about all the **potential donors/sponsors** and write them down. Use "buckets" to help **organize it!** It's helpful to start with those you know closely and think outwards from there.

My Family

- Mom & Dad
- Brother & Sister-in-law
- Cousin James
- Uncle Fred & Aunt Lisa

My Friends

- Jenny down the street
- John & Margie from church
- Gal pals from sewing club
- Previous neighbors Pat & Sue

My Gym

- Member-friends that are in a group-chat
- Coach Mark & Jamie
- Owners Fran & Justin
- Personal Trainer Tim

My Workplace

- Best friends Gene & Joe
- Darrel from HR
- Tonya from accounting
- The group that walks to Starbucks every Friday

Keep thinking...
Don't limit yourself!
Sometimes your biggest donor could come from an unexpected place!



Showcase the cause

Share engaging posts about the team's preparations and **encourage them to share your posts** with their network

- 1 **Tell personal stories** about why the cause is meaningful to you so others get behind you
- 2 **Show statistics** about Alzheimer's and related dementias to show the severity of the issue
- 3 Tell your personal story as to **why you are walking** & involved with the organization & cause
- 4 **Link to** the CaringKind website to show the full scope of the organization you are walking for!

caringkindnyc.org

ckwalk.org



Sample message for friends and family

Hey, Aunt May! I'm starting a Walk Team to raise money for those impacted by Alzheimer's and related dementias and I was wondering if you would want to join me! The **CaringKind New York City Alzheimer's Walk**, on **Saturday October 19th**, provides critical resources for families like mine -supporting programs, services, and education that guides us through every moment along our journey. If you can't join me, please consider donating to the cause. Every contribution, no matter the size, makes a difference.

Here's the link to the Walk's website to learn more: ckwalk.org

To join my team or make a donation click here: [\(insert team link\)](#). Thank you so much and please call me with any questions.



13

caringkind
New York City
Alzheimer's Walk

Saturday, October 19, 2024 • 10 am
Central Park Naumburg Bandshell

Join Us at
New York City's
Longest-Standing
Alzheimer's
Awareness Walk and
Brain Health Day
in Central Park!



REGISTER VOLUNTEER [CKWALK.ORG](https://ckwalk.org)

For over 45 years CaringKind has been your **Trusted Partner** in Alzheimer's and related dementia care. Our mission is to be a compassionate ally for everyone, ensuring no one faces this journey alone.

For more information, contact Samantha Vaccaro at walk@cknyc.org or **646-744-2979**

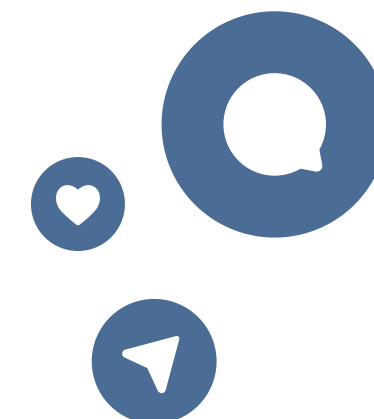
360 Lexington Avenue, 3rd Floor
New York, NY 10017
Helpline: 646-744-2900





Cast a wider net

Social media is a great tool for getting the word out.
You might be surprised of how many people actually
want to help!



I would love for you to join my team and help make a difference in the lives of those impacted by Alzheimer's and related dementias. ❤️

Every dollar counts, so whether you're able to **join us for the Walk, become a virtual walker, or simply make a donation**, your support will be greatly appreciated!



Make connections

Making connections not only **brings new friends**, but also **opportunities** to have conversations **with old friends**!

Local events

Take advantage of your **local area** to find additional support for your cause. From events you host to larger ones you can join.

Communicate regularly

Consistently **share updates**, feedback, and information with team members to ensure everyone is aligned, **informed**, and engaged. **Regular communication** strengthens team unity.

Other ways to connect

- Start a group text
- Create a Facebook Group
- Weekly email blast
- Use a shared calendar



Outreach Emails

Email is a **tried and true method to generate donations**. Sharing your personal story is a powerful way to connect with your friends, family, and network, by encouraging them to support your Personal Page or Walk team.



16

Subject: Will you support me?

Example Email

Hi [Friend's Name],

I'm reaching out because of my passion for CaringKind, NYC's leading expert on Alzheimer's and dementia caregiving. Each year, we organize a Walk to raise both awareness and funds for the cause. This year, the walk will be on Saturday, October 19th in Central Park and we would appreciate your support. Your donation will make a significant impact in providing support to those who need it now.

(if you have a personal story, insert it here)

You can find my fundraising link here [www.yourfundraisinglink]

I also invite you join my Walk team and witness firsthand the difference your contribution makes. It's more than a fundraising event; it's a real community and brain health day! Come be a part of a day where we all come together to honor those we've lost of those we are caring for.

Any support, be it financial or spreading awareness about our cause in your network, is deeply appreciated.

Better days are on the horizon with your support!

[Your Name]

Follow-up Emails

Sending a follow-up email **thanking the donor is a must!** Use these professional and casual email examples as a guide for saying "Thank you!"

Follow-up Email

Subject: Thank you so much for your support!

Dear [Donor Name],

I hope this message finds you well. Thank you so much for your generous support

If you know anybody else who might be interested in helping us in the cause, donating, or even walking themselves please let me know or pass along the information! I'd be happy to talk to them.

I cannot thank you enough, I hope to see you at the event!

[your name]



Thank You

See you on
Saturday, October 19th!

