



# CLIENT FUNDRAISING KIT

# A LETTER FROM THE EXECUTIVE DIRECTOR

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Dear Friends,

Thank you for putting your trust in us to help you maintain and improve your health and wellness. Our objective is to provide you with the highest quality program, staff and facility to help you reach your individual goals and live life as independently as possible.

We understand that the cost of our program is difficult for many of our clients and often is the deciding factor in scheduling your sessions. Lots of people never even become clients because of the fees; others are forced to decrease their time or even stop altogether when funds run out. Until a sustainable financial model is found, hourly rates are a necessity. To help you make our program affordable, we are committed to helping you raise the funds you need. Continuing our fundraising initiative is a high priority for Push to Walk and we are devoting ongoing resources specifically to help you.

One of the best ways to raise money for yourself and for Push to Walk workouts is to participate in the NJ Marathon or have friends and family members run for you. Money raised through this event can help you offset the costs of our program. Check out the page "Fundraising: NJ Marathon" for additional information.

This new fundraising plan is designed to give you the information and tools necessary to become a successful fundraiser. We are committed to helping you help yourself in your own fundraising projects. Remember, we are all in this together!

Sincerely,

David Font  
Executive Director  
Push to Walk

# OVERVIEW

First, we know that everyone has different views on fundraising. Some are comfortable with the idea and successful; others not only dislike the idea, but are uncomfortable with the whole process. We are hoping we can help all of you, no matter what your feelings are on the subject.

As all of you know, the costs associated with paralysis are overwhelming and seem never-ending. While it may seem that costs plateau at some point, you can never be too well-prepared for unpredictable events that may send your financial situation into disarray. Raising funds now for current expenses as well as future needs would be a wise decision, and not one to put aside. We want to help you succeed!

As a first step, we are asking for each client to designate one person to be your Fundraising Coordinator. This can be you, a parent, spouse, significant other, adult child, extended family member or friend. Someone who has the ability, interest and time to devote to your cause. Someone who can help you with your individual efforts.

Remember that people want to help you and your family. If people know about your situation and your needs, often times you have people offering to do “something.” This is your opportunity to let them help you. Sometimes, an individual or a group will be willing to do something entirely for you, without your participation. While you might want to make sure they have accurate details and information, having them take on the work will help them feel productive and worthwhile. It gives them the opportunity to help you, so don’t look at it as “accepting charity.” Recognize that they care about you and truly want to help. If people in your community are unaware of your injury/condition, and you would rather they didn’t know, think of fundraising as a way of increasing awareness of paralysis in general and helping you in particular. Perhaps that can decrease some of the personal vulnerability you may be feeling.

We will help your coordinator with ideas, implementation & resources. We will support your event as best we can as individuals and as an organization.

Sometimes there are ideas that just “make sense” like: a baseball player hosts a baseball game or a runner hosts a 5K with their local running store. Other ideas might take more thought and planning.

You might have to think about:

1. Who can help me?
2. What local organizations have I been involved with that could help me now?
3. What groups have traditions of helping others that might now help me? (i.e. Fire & Police departments; restaurants; Churches, schools & libraries)

Chances are you have ties to people in some of the above groups, so now is the time to tap into your network. Use your resources and ask—it never hurts. Other times it takes the right person to ask – someone more involved or has different connections. The idea of having multiple small events has to be weighed against having one major event. The difference depends on your coordinator, your support group, your community & your personal preferences. Both approaches can be successful; you have to determine what’s right for you.



The staff at Push to Walk is committed to helping you from start to finish. In addition to our knowledge, we plan to ask clients to share their thoughts and experiences with their previous fundraisers. Who better to learn from than someone who has planned your tentative event before? Sharing this kind of information is sure to help all of us! Only by working together can we be successful; the beneficiary of the funds raised will be YOU!

# ORGANIZATION TIPS

## Some Useful Websites:

1. DIY Fundraising  
[www.fundraising-ideas.org/DIY/](http://www.fundraising-ideas.org/DIY/)

2. Fundraiser Supplies  
[www.fundraiserhelp.com/fundraisers.htm](http://www.fundraiserhelp.com/fundraisers.htm)

3. Fundraising Ideas  
[www.fundraisingideas.com/](http://www.fundraisingideas.com/)

4. Team in Training  
[www.teamintraining.org](http://www.teamintraining.org)

5. Wheels for Humanity  
[www.ucpwfh.org/](http://www.ucpwfh.org/)

*\*Feel free to check out other organizations' fundraising events to get some great & successful ideas!*

## Establish a Volunteer Network...

**That way you always have a group of reliable people who are willing & able to help your cause. They will be readily available when you call for their support during a fundraiser. Ask around!**

### 1.) Have a written project plan

Create an outline stating all roles and responsibilities. Place motivated individuals into those roles and equip them with everything they need to do a great job!

### 2.) Use the Internet

Create a blog stating all your information about past and future fundraiser events. Use it as a portal of communication to thank sponsors and participants, list all of your successes etc. If you are not comfortable with a blog, use Facebook groups, Twitter, or Instagram to spread the word!

### 3.) Review Previous Records

See what you have done in the past that has led to success or think of ways that you can become more successful. Do not repeat mistakes, but think of ways to improve upon previous ones.

### 4.) Set a timeline

Plan ahead to avoid overlap in events, holidays, etc. Create deadlines for yourself. You want the fudge ordered two weeks before selling. You will only sell the fudge for two weeks; any more than that people won't want to buy. Any less you can lose out on sales.

### 5.) Actively Recruit

The more the better. You have to recruit volunteers; they will not come to you. Advertise for specific help via your blog, Facebook, newsletters, or word of mouth.

### 6.) Identify needs & define roles

Map out all positions to volunteers when you create your project plan. Match your needs to each volunteer's skills and availability and include a little job description. \*Need a strong communicator to help organize groups & assign volunteers.

### 7.) Use different people

Fill up organizational roles well ahead of time with different people than the last fundraiser, unless there is a valid reason not to switch. (i.e. it's you!)

### 8.) Establish small goals

Break down what is needed from each group. Reward each sub-group based on their own success. That will reinforce the correlation between funds raised and their own effort. Fundraising is much easier when it is organized and planned in advance. Ultimately it makes everything else fall into place and the whole task much easier!

*To be a successful fundraiser you must believe in your cause, have a commitment to follow through, and add a dose of individual creativity.*

# PUBLICITY

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Publicity is what increases community awareness of your fundraising needs.

1. Use free advertising agents like Facebook, Twitter, and Instagram.
2. Expand your contact base by creating a sign-in book at events.
3. Create an eye-catching flyer and place them in mailboxes or local businesses.
4. Place an incentive in the flyer, like a coupon, to prevent it from being thrown out.
5. Give your event a story as to why they should come to your fundraiser. People want to know their contributions are going to have a positive effect.
6. Be excited about your event! If you don't sound excited about it, then people won't be convinced it's a fantastic event!
7. Remain persistent and success will follow!

Follow these publicity tips and your event will surely be a success! People don't know unless you tell them. Sometimes it takes more than once to get their attention so don't get discouraged the first time around! Remain persistent, and you will succeed.

Push to Walk Promotional Samples:





# FUNDRAISING IDEAS

## 5-K Run

Great to do with local sports stores or local high schools, especially track or cross country teams. Include a Fun Run of a shorter distance for younger kids.



## Dining for Dollars

Ask local restaurants, like Applebee's, Chili's or Wendy's to donate a portion of their earnings to your cause. Usually it is a one night event and they give you about 10% of proceeds as donations.

## T-Shirts

Find discounted or group prices where you can make custom shirts promoting your cause that people can buy at your events.

## Jeans Day

Pitch a jeans/casual day to a large company. All employees pay \$5 to wear jeans to work on a specific day.

## Banquet

Arrange for live music and catered food for an entertaining evening out. Tickets usually go for \$50-\$75. Make it a beef-steak to change it up.

## Tricky Tray

Have people donate items or services that you can raffle off, like a photo session, financial planning, dinner prepared by a chef, or mechanic services. Keep tickets inexpensive and fill the room or have an open bar and make tickets more expensive.

## Golf Outing

Even a small outing, dinner, and raffle/auction can raise money for you! See if the course can provide golf balls and a discount on tickets.



## Letter Writing Campaign

Write a letter and send to everyone you know or have a connection with. Include pictures and an easy way to make a donation. Or design photo postcards with information about you on the back.

# FUNDRAISING: NJ MARATHON —

Each Spring, Push to Walk participates in the NJ Marathon/Long Branch Half Marathon/Relay, which kicks off in Monmouth Park and finishes on the boardwalk in Long Branch. The race brings thousands of runners together, allowing for non-profits to organize their own teams, raise money for their organization, and runners for Push to Walk are able to raise funds for a specific client's scholarship fund.

We ask participants to raise a minimum of \$500 for Push to Walk, which includes the registration fee and a Team Push to Walk t-shirt. Our staff helps each team member set up their own fundraising page, provides them with information, registers them and supports them through the fundraising process and goal of \$500. Clients' family members and friends can raise money specifically for them to help offset the cost of their workouts, while other team members can raise funds for Push to Walk's program.



Our intention is to increase the number of members on Team Push to Walk. If we can interest these runners in becoming a part of our team, we can raise even more money and allow our clients who are struggling financially the opportunity to raise money for their sessions and continue to participate in our services at Push to Walk.

# RESOURCES

For clients seeking to raise their own funds, below are just three options to raise funds online for an individual or a group. We recommend doing additional research and finding the resource that best suits you and your cause. There are many options on the internet. Search for “crowdfunding” to get started.



**[www.gofundme.com](http://www.gofundme.com)**

GoFundMe is the #1 do-it-yourself fundraising website to raise money online. GoFundMe makes it incredibly easy to raise money online for the things that matter to you most. You'll be able to personalize your fundraising campaign and share it with the people in your life.



**[www.giveforward.com](http://www.giveforward.com)**

GiveForward is an online fundraising website and one of the easiest ways to raise money for a loved one in need. They are the #1 platform to start a medical fundraiser and the only site with fundraising coaches who provide fundraising ideas and guidance on how to raise money online.



**[m.helphopelive.org](http://m.helphopelive.org)**

HelpHOPELive is a nonprofit fundraising solution for you, a friend or a loved one in need of help with medical bills. HelpHOPELive shows community fundraising volunteers how to bring together a network of relatives, friends and neighbors in fundraising efforts to help cover the costs of uninsured medical expenses.



# INDIVIDUAL GRANTS

Check out these websites of foundations that provide grants to individuals.  
Look for eligibility requirements and application information.



## The Kelly Brush Foundation

[www.kellybrushfoundation.org](http://www.kellybrushfoundation.org)

The Kelly Brush Foundation was established by family and friends in 2006 after Kelly was injured in a ski race and suffered a spinal cord injury. It is a 501(c)3 non-profit organization dedicated to: advocating for improving ski racing safety, supporting research to treat and cure paralysis due to SCI, improving the quality of life for individuals living with SCI by purchasing adaptive athletic equipment for those with financial limitations, and also supporting the U.S. Adaptive Ski Team.



## Be Perfect Foundation

[www.beperfectfoundation.com](http://www.beperfectfoundation.com)

The Be Perfect Foundation is a grassroots non-profit 501(c)3 organization established in 2007 by Hal Hargrave Jr. He created the Be Perfect Foundation just a few months after he suffered a life altering automobile accident, which left him paralyzed from the neck down. This non-profit also provides funds to those needing wheelchairs, adapting cars, as well as covering unpaid medical bills to those who cannot afford to pay their deductibles and general daily medical necessities.



## Challenged Athletes Foundation

[www.challengedathletes.org](http://www.challengedathletes.org)

It is the mission of the Challenged Athletes Foundation to provide opportunities and support to people with physical disabilities so they can pursue active lifestyles through physical fitness and competitive athletics. The Challenged Athletes Foundation believes that involvement in sports at any level increases self-esteem, encourages independence and enhances quality of life.



## Travis Roy Foundation

[www.travisroyfoundation.org](http://www.travisroyfoundation.org)

The Travis Roy Foundation was founded in 1997 and Travis serves as Trustee for the Boston-based 501(c)(3) nonprofit. He established the foundation to focus on helping others and promoting research. An outspoken advocate, Travis has used his public platform to further the cause of people living with SCIs and other disabilities. He has addressed a US Congressional subcommittee, the Massachusetts and Maine State legislatures and has met with countless politicians and officials to discuss issues relating to research and disabilities.

# SCHOLARSHIP FUND

In an effort to help our clients with fundraising and to help you help yourselves, we offer a Client Scholarship Fund. The Client Scholarship Fund allows clients to generate donations to be used towards your workouts at Push to Walk. This is a great way for clients in need of financial assistance to be able to come to Push to Walk.

Clients can set up their own fundraising page, including pictures and information to tell your story that you can share with others. You can share your own unique URL so people will donate directly to your scholarship fund. This will help you stay organized and provides a system to keep track of any donations received and funds raised. It is an easy to use resource for both you as a client and for anyone interested in making a donation. Let us know how we can help you get started.

Push to Walk also maintains a general Scholarship Fund, where our board members decide on a case-by-case basis which clients may qualify for these funds. Decisions are dependent on a review of financial information and circumstances pertaining to the client who is requesting assistance.

