

WALK-A-THON TOOLKIT

The New York Foundling's Junior Board presents

TRANSFORMING LIVES ONE STEP AT A TIME

A VIRTUAL WALK-A-THON

SATURDAY,
SEPTEMBER 24
11:00 AM - 1:00 PM



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Mission

The New York Foundling, in the tradition of openness and compassion of its sponsors, the Sisters of Charity, helps children, youth, adults, and families in need through services, supports, and advocacy that strengthen family and community and help each individual reach their full potential.

ABOUT THE WALKATHON



TRANSFORMING LIVES ONE STEP AT A TIME A VIRTUAL WALK-A-THON

Presented by The New York Foundling's Junior Board

About the Event

Welcome to The Foundling's second annual 5k virtual walk-a-thon, held on Saturday, September 24, 2022. We're so glad that you've chosen to be a part of this exciting event and to dedicate your miles to supporting this cause.

Since 1869, The New York Foundling has reached hundreds of thousands of our neighbors in New York and Puerto Rico. Over the past two years, this support has been needed more than ever – the COVID-19 pandemic has transformed our daily lives, and introduced new levels of stress, grief, and instability within our communities. Throughout this turmoil, The Foundling has served as a beacon of support, providing tools and resources so our neighbors can transform their situations for the better.

Proceeds from the walk-a-thon directly support programs that allow the children, adults, and families we serve to overcome their challenges – including job instability, academic struggles, and persistent mental health needs. Our evidence-based and research-backed programs keep families together, prevent child abuse and neglect, help individuals with developmental disabilities live their best lives, and provide academic support for young people.

Our goal is to raise at least \$65,000 by coming together to walk at least 5 kilometers (6,250 steps). We created a [fundraising platform](#): companies, neighbors, friends, and family build walking teams and make online donations to support each other in achieving their walk-a-thon goals. Participate by setting up a team page, building out a personal fundraising page, or encouraging your network to show their support!

Thank you for being part of this important work and supporting the 30,000 children, adults, and families in our programs.

How will this toolkit help me?

We designed this toolkit just for you! We want the registration process and fundraising outreach to be as easy as possible. This toolkit provides all the information you'll need to kick-start your fundraising efforts for our Virtual Walkathon!

GETTING STARTED

Get Started in 5 Easy Steps

Step 1: Register for the event.

- Click [here](#) to go to the Virtual Walkathon team page.
- Click on the **Register** button and follow the prompts.
- Set-up your individual or team fundraising page.

Step 2: Set an attainable goal.

- Challenge yourself. We recommend a minimum goal of \$250 for each person participating, but encourage you to aim high. Your network wants you to succeed! People will be more motivated to get involved if they feel that their contribution will have an impact in helping you reach your goal.

Step 3: Know your ‘why’.

- Why are you raising money for The New York Foundling? Your network of donors will be interested to learn about the programs and services that support and help the children, adults, and families in our programs. And remember, they are also interested in you and your connection to The Foundling. Engage your supporters by sharing how The Foundling’s work resonates with you. You can also educate them on the important work The Foundling does day after day, year after year—for over 150 years! (Don’t forget to check out our talking points in this toolkit).

Step 4: Who should I reach out to when raising funds for the walk?

- It’s time to build your donor tribe! Break out your phone, scroll through Instagram and LinkedIn, sift through emails and create a list of people you interact with and want to ask for support (this includes friends, family members, neighbors, classmates, or co-workers).

Step 5: Ask, ask, and ask again.

- Having your donor contact list ready to go will allow you to hit the ground running with your outreach! Once your donor list is finished, contact every single person on it. All of them. People give because they are asked – if you don’t ask, the answer will always be no. It might even surprise you who gives! And remember, don’t feel bad about asking twice. Friends and family members may miss an email or text, so reach out again or give them a call. You’ve got this!



Fundraising Tips

You've probably already thought about ways to reach your fundraising goal. We did too! Read on for helpful tips to make raising money fun and effective.

- ✓ **Post and Share!** Social media can often be your best platform for reaching wide audiences. The more times you share what you're doing and tag The Foundling (@TheNYFoundling), the better your chances are that your friends and family will see your posts and donate online to your personalized page. In today's world, people's news feeds are changing every second. Keep your posts fresh and engaging by using a different statistic or photo each time! (See our suggested social media posts!)
- ✓ **Tell people about The Foundling, and why supporting children, adults, and families in our programs is important!**
- ✓ **If you ask, they will give.** Remember: your friends and family want to support you and a cause you believe in! A personal email or text message is the number one most effective fundraising method and you will most likely need to follow up multiple times.
- ✓ **Make it as easy and seamless as possible for people to donate.** Whether that means posting a direct link to social media or including it in your text/email, get creative with how you accept donations!
- ✓ **Life happens.** Reminders are not a bad thing. Follow up and share why their donations matter and that now is the time to give. Asking for support in-person may have the most success, but be sure to call, text or email others.
- ✓ **Matching Donations.** Ask your donors about matching gifts to double their donations. Many companies support charitable giving by matching employee gifts. Donors can learn more about matching workplace gifts by asking their HR representative.
- ✓ **Thank you! Thank you!** Thanking your donors with a handwritten card, text/email, or shout out on social is a great way to show your appreciation for their gift and encourage future support.

SOCIAL MEDIA GUIDE

We've created some suggested social media posts you can share on your social media accounts to gain support for our Virtual Walkathon. Of course, feel free to add your own personal flair and messaging, and tag @TheNYFoundling and your teammates in your posts. By tagging @TheNYFoundling, we will like, comment, favorite, share, and reply back to your messages to help increase traction and create buzz! Please make sure to share the below graphic (or add your own image or photo) to accompany the language and messaging we've drafted for you.



Sample Posts

- I'm proud to be teaming up with @TheNYFoundling for a Virtual Walk-a-thon on September 24 to support children, adults, and families in our community. Will you join me in raising critical funds to help our neighbors transform their lives? <link to your fundraising page>
- On September 24, I'll be reflecting and thinking about the challenges and hurdles that our neighbors experience – from children in foster care to adults with developmental disabilities - while walking # mile(s) in support of @TheNYFoundling. Each and every day, The Foundling's programs provide children, adults, and families in NYC and Puerto Rico with the support to build toward independence. Please consider donating to my walk – every dollar makes a difference! <link to your fundraising page>
- @TheNYFoundling's Junior Board is hosting a virtual walk-a-thon to increase awareness for The Foundling's vital programs. Help me transform lives – one step at a time. Your donation will directly benefit programs that keep children, adults, and families safe, improve their educational outcomes, and work with them to overcome the trauma and challenges they've experienced. <link to fundraising page>

Talking Points

Event Specific

- ✓ I hope you will consider donating to support my 5K walk-a-thon on September 24th. Your gift will directly support programs that keep families together, prevent child abuse and neglect, help individuals with developmental disabilities live their best lives, and provide academic support for youth.

About The New York Foundling

- ✓ The New York Foundling is built on a promise to our neighbors, that all children, adults, and families can have the opportunity to reach their full potential.
- ✓ Since 1869, The Foundling has supported a quarter million of our neighbors on their own paths to stability, strength, and independence.
- ✓ Today, The Foundling is one of New York City's largest providers of foster care services. We utilize evidence-based interventions in our foster care programs that are proven to support happy, healthy, and functioning families.
- ✓ The Foundling helps children and families navigate through and beyond foster care through research-backed programs and services that have proven to show long-term success.
- ✓ The Foundling helps families struggling with conflict and poverty grow stronger and helps people across New York City access health and mental health services—core to building lifelong resilience.
- ✓ The Foundling diverts children and youth from the criminal justice system, offering positive pathways to supportive and caring networks and educational opportunities.
- ✓ The Foundling helps people with developmental disabilities live their best life, with choices for employment and meaningful activities, relationships, community engagement, and supportive homes.
- ✓ The Foundling believes that all people—no matter circumstance or zip code—should have the opportunity to reach their full potential. But for all of us, discovering what we are capable of and reaching our full potential requires support along the way.

*There you have it! You are on your way to reaching your fundraising goal. Remember to keep everyone posted on your fundraising progress. **Updates are a great way to keep everyone in the know and can even act as a reminder to some supporters who haven't yet gotten involved.** Letting supporters know what you have accomplished will excite and encourage them to help get you to your goal.*

Can't find something? No problem! Contact Samantha Corrigan at juniorboard@nyfoundling.org or call 212-206-4122.

OFFICIAL WALKING ROUTE

Join the Junior Board as we walk 5k to the after party! Or get our family and friends together and do your own route!

OFFICIAL WALKING ROUTE

Intrepid to City Vineyard



**THANK YOU
FOR ALL YOU DO FOR
THE NEW YORK FOUNDLING!!**

