



safealliance[™]
WHERE HOPE & HEALING BEGIN



2024 Heel Raiser Guide

FUNDRAISING BEST PRACTICES

PRESENTED BY:



Welcome to the Heel Raiser Guide!

We have put together this guide with all our best fundraising tips, tricks, and strategies to help you make the most of Walk A Mile 2024! We want you to be creative and have fun with your heels and outfits while raising money for Safe Alliance and the survivors of domestic violence and sexual assault that we serve.

We have based this guide on a few of the most successful strategies we have seen top fundraisers use in past years. Keep in mind that the communication templates provided here need a little attention before they are ready to send—you will need to input your fundraising goal and link, as well as any personal touches or dares you choose to include. Your friends, families, and colleagues are eager to cheer you on as you strut in some high heels or show off an over the top outfit. Plus, they can have fun with you, helping you pick your heels and watching you get competitive or silly for a good cause!

A fun game many people have played with their donors in the past is allowing them to “choose” the heels worn at the event. You can decide levels within your goal, and as you reach those levels, the heels you walk in get progressively more difficult. Another great idea is setting a dare or incentive—something that would encourage people to donate. For example, people have worn their heels to inopportune places, dyed their hair or beard, or worn a silly outfit or costume in public! Dares are always super fun and keep donors engaged—just be sure to stay safe. The more creative you are and the more fun you are willing to have, the more successful your fundraising campaign will be!

BONUS TIP

Past participants have had good luck finding heels that fit at Goodwill and the clearance section of retailers like DSW, Rack Room or Shoe Carnival.



You can attach an image like this to your emails to show potential donors the heel options you have.

Getting Started

Setting up your Swell Fundraising page

SET UP YOUR SWELL FUNDRAISING PAGE

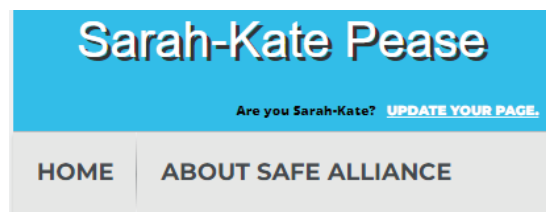
1. If you haven't already, register for Walk A Mile at: walkamile.swell.gives
2. Click **"Register Now"** and fill in the required information
3. Find your personal fundraising link in your **"Here is your ticket"** email
4. Start sharing with your network!

SET YOUR GOAL

1. Set a goal for how much you want to fundraise. We encourage you to aim to raise \$500 to support Safe Alliance.
2. Once you reach your goal, you can increase it and encourage your network to keep giving.

PERSONALIZE YOUR PAGE

On Swell you can personalize your page by adding a profile picture. Click "Update Your Page" in the blue box located in the top left corner. Swell will email you a one-time usage link to upload your photo. Note that square photos work best. Unfortunately, you can't personalize your fundraising goal on Swell so make sure you include that in your communications with your network.



Sarah-Kate,

You are confirmed to attend Walk a Mile 2024!

Your ticket is attached (Ticket Code: efb5facb) and we can't wait to see you on May 11, 2024.

Here's where we're walking:

NoDA Brewing Company
2921 N Tryon St.
Charlotte, NC 28206

Be sure to check out and share your personal fundraising page and start telling your friends about Walk A Mile with Safe Alliance! Just sharing your page can make a difference.

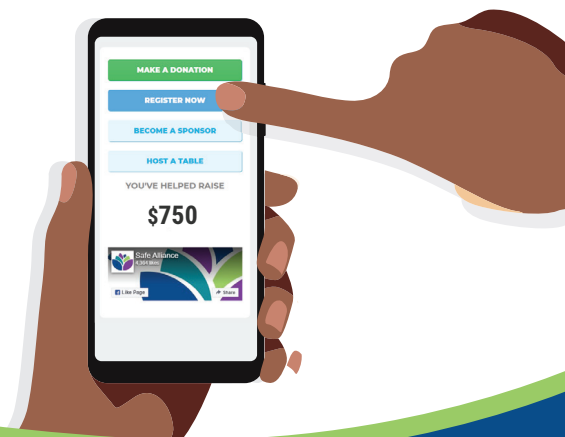
We'll be sharing a fundraising toolkit, event details and more soon!

Thank you!

<https://walkamile.swell.gives/fundraisers/Sarah-Kate.Pease.1>

BONUS TIP

To jumpstart your campaign, be the first to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.



Fundraising Best Practices

Peer-to-peer fundraising leverages the power of your social network to meet fundraising goals for the organization you are supporting. The success of your campaign depends heavily on the ways you are sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are all excellent ways to get your request noticed.

FUNDRAISER PRO TIPS

- Reach out to EVERYONE in your network!
 - *Teachers/professors/coworkers, parents, friend's parents, parent's friends, old classmates, anyone who you know supports this mission. The worst that can happen is they say no!*
- For more personal relationships, use texts or phone calls. For more formal relationships, rely on email.
- Make your donors feel involved in the event.
 - *Write their name on your shirt/arm/leg, post videos from the walk on your social media, shoutouts at various checkpoints. This helps with donor retention and keeps your network happy and engaged.*
- Remind people that sharing your Swell link is just as effective as donating!
- When reaching out, send individual messages. Do not make a group chat with all the people you want to reach out to—it feels less personal.
 - *Copy & paste are your friends!*
- Tag people in any Facebook, Instagram or LinkedIn posts you make.
 - *This causes your post to show up on their feed as well, increasing your reach.*
- Remember: your 'why' is powerful! Share it with your network if you're comfortable.

BONUS TIP

Personalize your asks! Try using first names or individualized statements so the donor feels connected to you.

- Keep the momentum going after people donate! Share your progress in your campaign, send pictures of yourself in your heels, and post on your social media throughout.
- Rejection is a normal, expected part of any fundraising campaign.
 - *Stay kind and respectful, say thank you for your time, and move on to the next!*
- Send your thank yous after the event! This shows your donors you care about and appreciate them, and it makes them more likely to donate to you again in the future.



Communication

How often should I communicate with my networks?

There are four times you should absolutely communicate with your network during a fundraising campaign:



BONUS TIP

During the final push of your campaign, increasing your posting frequency to a few social posts (Instagram stories/grid posts, Tweets, etc) daily has been proven highly effective—so go for it!

We recommend maintaining momentum between each of these main milestone communications with 1-2 social media posts per week and a weekly reach-out to help keep your campaign at top of mind. If you're texting, make sure to not overwhelm your recipient or monopolize the conversation with donation requests.

Making a simple sharing schedule to plan out your communications ahead of time can save you time and stress. Google Calendar, Google Sheets, or pencil/paper are great to plan out when you'll post to social media or reach out to your network. You can make your schedule however works best for you, but we have provided a simple sample communication schedule here! Remember, you should be reminding people of your campaign with social media posts and more casual asks between these major milestones.

LAUNCH THE CAMPAIGN

- When you make your fundraising page, send an initial text/email to your network and make an introductory post on social media to let people know you're walking and fundraising!
- Make sure to share the mission so people know what you're walking for.

LEADING UP TO THE EVENT

- In the last week of April/early days of May, send another email/text with reminders of dates, your fundraising link, and the progress you've made towards your goal.
- Continue posting graphics from the Toolkit on social media to gain traction!

FINAL PUSH

- Throughout the week of the event, send out a final reminder email/text to bring in last-minute donations.
- People often wait until the event is close to donate, so this can bring in a lot of donations!
- Post, post POST on social media for engagement! The more you post, the more the algorithm pushes you on other people's pages.

END OF CAMPAIGN

- Send thank yous to all donors with total personal and overall raised.
- Post graphic with final total on social media.

Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages or communication to employer email addresses.

Ready, Set, Fundraise!

Now that you have learned the ins and outs of fundraising campaigns, it's time to put your skills to work! We've included pre-written communications for you to use at every major campaign milestone. Just copy, paste, and personalize! Graphics for your use are available to download at: www.safealliance.org/wam-toolkit

1. CAMPAIGN LAUNCH

WHEN TO SEND: Right after you have completed setting up your fundraising page. The purpose of this announcement is to let your online network (social media friends, family, peers, colleagues, neighbors) know that you have signed on to raise funds for a cause near and dear to your heart and that you need their help! Basically, you have got to get the word out to everyone you know to help you reach your fundraising goals. If you are comfortable, this is a great time to share the "why". Why is supporting Safe Alliance important to you?



EMAIL

Subject: Let's walk together for Safe Alliance!

Dear **<Name>**,

I am thrilled to share that I will be participating in the annual Walk A Mile With Safe Alliance fundraising event on Saturday, May 11! I'll be strapping on a pair of high heels and strutting through NoDa to take a stand against domestic and sexual violence. All the money raised through this event goes to support the work Safe Alliance does to provide hope and healing to those impacted in our community.

Domestic violence and sexual assault can happen to anyone – regardless of age, race, gender, sexual orientation, or socioeconomic status. Research shows that 1 in 3 women have experienced sexual assault or domestic violence during their life and that 1 in 10 children are sexually abused by their 18th birthdays.

Last year, Safe Alliance's 24/7 Greater Charlotte Hope Line answered over 9,200 calls from individuals in crisis. To raise awareness and support these victims, I have taken on the challenge to raise at least **<\$XXX>** by May 11, and I need your help to get there! Please join me to help support the efforts of Safe Alliance by making a meaningful donation that goes directly to serving survivors in need. \$25 provides an entire hour of advocacy, \$100 provides a full hour of trauma counseling, and a \$250 donation allows for 8 hours of free legal representation for survivors.

To make things a little more interesting, below is my new high heel collection. With the help of some trusted advisors, I was able to rank them from least to most difficult to walk the mile (Left to Right, Top to Bottom). For each additional \$100 raised, I will wear a more difficult pair of high heels and if I raise **<\$HIGH GOAL>**, I will also wear them **<to work/guy's night/etc>** on **<day/date>**.

To donate, please go to **<personal URL>** and click on the "GIVE NOW" button. All donations are welcome and so appreciated! Don't forget, you can double the impact of your gift by submitting a matching gift form.

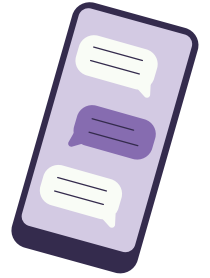
Thank you in advance for your support!



TEXT

Hi **<Name>**!

I'm fundraising for Walk A Mile With Safe Alliance, an annual event to support survivors of domestic violence and sexual assault. I'm going to strap on some high heels and strut through NoDa on Saturday, May 11. I'm trying to raise **<\$GOAL>** before the event, and I'd love your support! It would mean so much if you could donate to the cause (and my/my team's leaderboard spot!) at this link. If I reach my goal, I will be **<insert incentive>**! Any donation or help sharing is much appreciated. Thank you for your support!



SOCIAL MEDIA CAPTION

Hi friends! I'm standing with **@SafeAlliance** to help raise funds to support survivors of domestic and sexual violence in Mecklenburg County. Your donation could make a lasting impact: **<URL> #WalkAMileCLT**

Hi friends! I've signed on to help Safe Alliance raise funds to support and empower Mecklenburg County survivors of domestic violence and sexual assault. Do you want to help make a lasting impact? Join me as I Walk a Mile with **@SafeAlliance** on May 11! Please share with your friends/family, and you can make a donation today at **<URL> #WalkAMileCLT**

2. MIDWAY GOAL

WHEN TO SEND: When you're halfway to meeting your fundraising goal. The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals. If your fundraising is moving a little slower than you expected, send these when the event is approximately 2 weeks out (the last full week of April!).

EMAIL

Subject: Ohh, we're halfway there ... only **<\$XXX>** more to go!

Dear **<Name>**,

We are only 2 weeks away from the annual Walk A Mile With Safe Alliance fundraising event, and I could not be more excited! I've already been able to raise **<\$AMOUNT RAISED>** for survivors of domestic violence and sexual abuse, and I'm hoping to raise **<\$AMT TO GOAL>** more before May 11. Safe Alliance provides hope and healing to those impacted by these important issues, and I'd love your support as we get closer to the walk! Every donation goes towards supporting survivors through some of the most difficult situations imaginable, and I'm honored to be able to be a part of this event. **Share your WHY if you're comfortable!**

I'm trying to break into the Top 10 of the Fundraising Leaderboard, and every donation counts. If I finish in the Top 10 Fundraisers, I'll **<extra incentive eg. dying hair/beard, shaving, funny outfit, etc>**!

To donate, please go to **<personal URL>** and click on the "GIVE NOW" button. All donations are welcome and so appreciated! If you're not able to donate, please help me share this donation link! Don't forget, you can double the impact of your gift by submitting a matching gift form.

Thank you!

TEXT

Hi! I'm participating in Walk A Mile With Safe Alliance on May 11, an annual event where people strap on some high heels and strut through NoDa to raise money and support for survivors of domestic violence and sexual assault. I'm trying to raise **<\$GOAL>** before the event, and I'm halfway there! I'd love your help in reaching my goal. My fundraising page is here: **<LINK>**. All donations help support survivors going through incredible hardship. As an extra incentive, if I reach my goal, I will be **<insert dare/incentive>**! Any donation or help sharing the link is much appreciated. Thank you for your support!

SOCIAL MEDIA CAPTION

I've only got **<\$XXX>** more to reach my fundraising goal for Walk A Mile With @SafeAlliance. We're halfway there! Please help me reach my goal and support survivors of domestic violence and sexual abuse by sharing or donating today: **<URL>** #WalkAMileCLT



3. FINAL PUSH

WHEN TO SEND: One week before the fundraiser ends. The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

EMAIL

Subject: I'm so close to my goal—can you help me reach it?

Dear **<Name>**,

Walk A Mile With Safe Alliance is less than a week away! As I've mentioned in my previous emails, I'm trying to raise **<\$GOAL>** to support survivors of domestic violence and sexual abuse. I'm **<PERCENT, AMOUNT, ETC>** of the way there, and I'd love your help to close the gap! To donate, please go to **<personal URL>** and click on the "GIVE NOW" button. If you're unable to donate at this time, sharing the link with your friends and family is just as helpful! As a reminder, if I raise **<\$GOAL>** by the event on May 11, I will be **<INSERT CHOSEN INCENTIVE>!!**

Thank you!

TEXT

Hi! Walk A Mile With Safe Alliance is fast approaching, and I wanted to reach out one more time before May 11 to ask for your support! I'm raising money to support survivors of domestic violence and sexual assault by walking through NoDa in high heels, and I'd love for you to join me in my mission. Donations to my page can be made here: **<LINK>**. All donors over **<\$PICK AMOUNT>** will get a special shout out at the race; I'll be writing their names on my number to take them across the finish line with me! If you're not able to donate at this time, helping spread the word is just as helpful! Thank you for your support!



SOCIAL MEDIA CAPTION

There are only **<X>** days left until I strap on some high heels and Walk A Mile through NoDa, and I need your help! I've already raised **<\$XXX>** for survivors, and I want to raise **<\$XXX>** more! Share/donate now: **<URL>** **#WalkAMileCLT**

4. GOAL REACHED/END

WHEN TO SEND: When you have hit your goal or the campaign ends. The purpose of this is to let your network know that you've reached your fundraising goals and/or the campaign has ended. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support. You can also attach pictures from the event!



EMAIL

Subject: We Did It!

Hi **<Name>**,

Walk A Mile With Safe Alliance was a massive success thanks to donors like you! We were able to raise over **<\$AMT>** to support and empower survivors. Thank you for supporting my personal fundraising, too; I raised **<\$AMT>** and I couldn't be prouder! Here's a picture of me at the event. I couldn't have seen this success without your help. Your donation provides life-changing resources for Mecklenburg County survivors of domestic violence and sexual assault. I am so grateful for your support!

Thank you so much,
<Name>



TEXT

Walk A Mile has officially wrapped up, and it was a major success! We raised over **<\$AMT>** for survivors, and I couldn't be happier to have been a part of it. Thank you for supporting my personal fundraising, too—I raised **<\$AMT>** and will be **<INCENTIVE IF YOU DID ONE>**! Here's a picture of me in my heels at the event. I never could have seen this success without your help. Your donation provides life-changing resources for survivors of domestic violence and sexual assault right here in Mecklenburg County. I'm so grateful for your support!



SOCIAL MEDIA CAPTION

We did it! I'm so thankful for everyone who helped me raise **<\$FINAL>** for **@SafeAlliance** and Domestic Violence victims in Charlotte. I'm thrilled we were able to make a difference together! Look at what we were able to accomplish: walkamile.swell.gives. Thank you so much for your support!
#WalkAMileCLT



Thank You for Being a Fundraising Superstar!

We are incredibly grateful you took the time to raise awareness and life-saving funds on behalf of Walk A Mile 2024! Every single dollar raised moves us closer to fulfilling our mission—to provide hope and healing for survivors of domestic violence and sexual assault. We appreciate your hard work and look forward to continuing this meaningful partnership for years to come!

IF YOU NEED SUPPORT OR HAVE QUESTIONS, CONTACT:

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704.367.2702

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