

HOMEWALK 2009

Solicitation Conversation: Providing Options Means Results

We want to engage and involve as many people as possible in HomeWalk09. To ensure the best result, we encourage you to give people options when it comes to their personal involvement. While we would love all of LA County to walk with us, we really need to focus on fundraising. To that end, make it as easy as possible for people to give money to move our work forward. Here are some suggested ways to engage folks for the best result.

Option #1

If the person you are talking to wants to walk and fundraise, direct them to www.homewalkla.org to register and start fundraising. They can get started by asking for \$10 from 10 people.

Option #2

If they are willing to raise money but can't/don't want to walk, encourage this non-walker to fundraise at their workplace; ask their friends and family to fundraise to help end homelessness. Get started by asking for \$10 from 10 people.

Option #2A

If they are willing to ask others but don't think they know anyone who would be willing to give, you can say, "you would be surprised at how many people are already in your personal network that you can ask to fundraise with you. Direct them to the website to see our Memory Jogger for ideas.

Option #3

If they really don't want to walk or ask other people for money but they want to make some kind of contribution, encourage them to make a personal donation to demonstrate their personal commitment. They can donate online www.homewalkla.org or download our donation form and mail it in at their convenience.

Remember, making it easy to say yes means you're less likely to get a no!