

# HOMEWALK

## The Walk to End Homelessness

### Fundraising 101

**1. Create Your Personalized HomeWalk Webpage**

Once you register, login to your account to personalize your webpage. You can upload personal photos and text, choose a background and make it as unique as you are. This is a free and easy way to share why you're participating.

**2. Make A Plan**

Make a list of everyone you know. Decide the best methods to approach these potential donors (i.e. face-to face or through a letter). Tailor your pitch to meet each donor's needs.

**3. Get Started By Asking For \$10 From 10 People**

Set individual and/or team fundraising goals and start raising money by asking for \$10 from 10 people. This is a manageable way to raise \$100 from the start. Once you reach your goal, don't stop there, ask another 10!

**4. Personalize Your Pitch!**

Share from your heart why you are participating in HomeWalk. Your donors may ask why raising funds for the homeless is important to you. It is imperative you have a clear answer!

**5. Follow Up, Follow Up, And Follow Up!**

Call or e-mail everyone who said they will donate and help them to follow through on their commitment.

**6. Thank Everyone!**

No matter what the size of the donation, always remember to thank your donors for their generosity. \$1 dollar from one person is just as impactful as \$100 from another person.

**Build a Team**

Teams are a great way to increase awareness and impact by creating a larger circle of individuals who are willing to get out there and speak about the issue of homelessness. HomeWalk teams can be made up of anyone you know: co-workers, family members, friends and anyone else interested in helping to prevent and end homelessness in Los Angeles County. There is no limit to the number of team members you can have.

**Get started by asking 10 people for \$10.**