

# HOMEWALK

## RECRUITING AND FUNDRAISING STRATEGIES



Creating Pathways Out of Poverty

### Divide and Conquer

- For large companies that have multiple offices, branches, or have undergone a merger/acquisition, identify a point-person/Team Captain at each branch/division
- Use HomeWalk as a “Connectivity Event” for branches to get to know each other
- Must get an Executive to sign off on the idea to get it started

### Top Down AND Bottom Up Effort

- Start with Memo from Executive(s) to all staff/personnel
- Employees contact their personal networks within the organization; peer to peer; management level to management level
- Structured follow-Up
  - Where are you with your fundraising? Recruiting?
  - Identify Team Captains
  - Go back to direct reports or boss in charge of branch

### Success Requires Three Touches

- Reach out to prospective sponsors/walkers three times at set intervals:
  - Send Email #1 after they register
  - Send Email #2 to get them to recruit walkers
  - Send Email #3 to urge them to Fundraise

**All communications must include an emotional plea as to why they should care -- why you care**

- Job Loss is the #1 reason for homelessness
- It could be you; it could be any of us; we’re all connected
- Include photos/imagery to generate emotion

Take Action-Work Together-Fight Poverty-THE TIME IS NOW  
Visit [www.homewalkla.org](http://www.homewalkla.org) for more fundraising information.