

Fundraiser Toolkit

Last year Calvary Women's Services had donors from all over the country join us for the In This Together Virtual 5k. Inspiration for this event came from the women living at Calvary. Early on during the pandemic, residents and staff were taking daily walks together to get fresh air, exercise, and to re-center themselves. One of the women told us, *"I look forward to the walks every day. They give me peace and allow me to leave my worries behind for an hour. The walks are a blessing during this time."* Our Calvary community came together to support the women we serve and raised critical funds for our life-saving programs.

We are excited to announce the 2021 In This Together Virtual 5k, taking place September 27th through October 2nd. You can complete the 5k walk/run/bike all at once or throughout the week!

If we learned anything from 2020, it was that community matters and that we are truly all in this together. That is why we are adding an additional element of community to our 5k this year. Throughout the 5k, we will be highlighting local businesses and organizations around Calvary Women's Services. This event is an opportunity to support Calvary and learn more about our community.

5k participants will receive a map with an optional 5k route or can create their own 5k. There will also be an opportunity for participants to visit Calvary and the neighborhood for an outdoor event on Saturday, October 2nd (*pending guidance from the CDC and District government*). We can't wait for you to join us!



In This Together **2021 Virtual 5k**

Your role

As a fundraiser for In This Together, you are a critical part of this fundraising event. There is a \$25 registration fee, but that will not raise enough to make this event successful. That's where you come in! We need your help to spread the word about Calvary to your family, friends, and colleagues that may not know about our organization and the life-saving work we do every single day. It is proven that people are more likely to donate to and support a cause if they know someone who is affiliated with it. **Our goal is to raise \$50,000 for this event. We know with your help, we will reach our goal!**

How to sign up as a fundraiser

1. Visit bit.ly/2021inthistgether5k.
2. Click the "I Want To Fundraise For This" button. It looks like this:



I Want To Fundraise For This

3. You can fundraise as an individual, join a team, or you can create your own team.
 - If you create a team, individuals will then be able to set up a fundraising page under your team umbrella. You will be able to track how much you've raised as a team and how much each individual on your team has raised.
4. Give Lively will walk you through how to set up your personal fundraising page. You can personalize your page with a personal photo and a description about why you are raising money. You can even add a personal fundraising goal.
 - Your personal/team fundraising goal can be \$50 or \$5,000- whatever you feel is a comfortable and realistic goal for you, works for us!
5. Make a donation to your personal page to cover the registration fee. The minimum registration donation is \$25, but feel free to donate more if you'd like!
6. Once your personal page is complete, you will have a personal link that you can send out to family and friends. They will be able to make a donation directly to your page (but any donation to your page will count towards the overall 5k goal).
7. In This Together 5k t-shirts and hats are available for an additional donation. Check out these items by visiting Calvary's new online shop at bit.ly/calvaryshop.



Timeline

- **August 18-27** - Register for the virtual 5k and sign up as a fundraiser. Make your personal fundraising page.
- **August 30-September 26** - Fundraise and train for 5k! Post pictures of you training for the 5k, ask for donations through social media and personal outreach.
- **September 27-October 2** - Race week! Continue to fundraise and complete a 5k by running, walking or biking. Post updates on social media.
 - You can complete the 5k by walk/run/bike all at once or over the week.
- **October 2** - Optional in-person celebration at Calvary Women's Services!

Talking Points

By supporting the In This Together 5k, you are investing in women and supporting a more equitable and inclusive future for all in our community.

56% of the women living at Calvary lost their jobs at the start of the pandemic.

In the last year, of the women who came to Calvary to rebuild their lives, 92% were Black and 98% were women of color and face the staggering consequences of racism, sexism, and intergenerational poverty.

Throughout the pandemic, Calvary maintained their high success rate of 70% of women who complete their services end their homelessness and move into their own home.

Calvary's life-saving programs are designed for women who are survivors of violence and trauma, are living with mental illness, or are in recovery from substance abuse.

\$30 can provide a night of safe housing for one woman.

\$50 can provide a woman with a week of nutritious, home-cooked meals.

\$125 can provide a woman with one month of job placement services.

\$500 can provide a new bed and mattress for a new client who walks through Calvary's doors.

Email Template

Dear _____,

I am very excited to share with you that I am **running/walking/biking** a virtual 5k called In This Together for Calvary Women's Services. In addition to participating in the 5k, I also joined as a fundraiser! My **personal goal/team goal** is to raise \$_____ to help Calvary continue its life-saving programs for the most vulnerable women in our community.

Calvary is such an important organization, but it has become even more critical since the pandemic started. Calvary's mission is to help women end their homelessness for good through housing, education, employment and health programs. **Share how you are involved with Calvary.**

I hope I can count on you to join me in supporting Calvary. **Will you donate and help me reach my goal?** It would mean so much to me if you became a part of this incredible organization.

If you'd like to donate, you can do it here: **LINK TO YOUR FUNDRAISING PAGE**

Thank you for helping me reach my goal and most importantly, for supporting women who need it most in our community.

Sincerely,
Your name

Social Media Posts

- Help me reach my goal of \$_____ to support women ending their homelessness for good. **Fundraising page link**
- I am running a virtual 5k for Calvary Women's Services and have a goal of raising \$_____ by October 2. Can I count on your support? **Fundraising page link**
- I'm so close to my goal. Every donation counts. I hope you will donate to my 5k fundraiser today! **Fundraising page link**
- Have you heard of Calvary Women's Services before? I am proud to be fundraising for Calvary and running in their In This Together 5k. It would mean a lot if you became a part of this organization with me! **Fundraising page link**
- Make posts sharing facts about Calvary and share the link to your fundraising page (talking points on page 3).

Fundraising Tips

Make your fundraising page as personal as possible.

Add photos to your page – even better if you have photos of you volunteering at Calvary, at an event, or wearing Calvary gear!

Choose a personal fundraising goal.

Send personal emails to family, friends, and colleagues with information about why you are fundraising for Calvary.

Share why Calvary is important to you!

Send text messages or make phone calls to folks you are close to.
"Hey! I'm really excited to be fundraising for Calvary. Can you help support this amazing organization?"

Other Resources

- Calvary's YouTube channel has a number of videos that would be great for you to include in your personal outreach and on social media. You can find the videos here: <https://www.youtube.com/user/CalvaryServicesDC>
- Calvary's blog has great stories you can share with people: <https://www.calvaryservices.org/events/blog/>
- We will be posting on our social media sites. Feel free to share our posts or get ideas from us about what to post on your page!

