

# WALK FOR HEALING 2024

## TIPS FOR A SUCCESSFUL FUNDRAISER

Thank you for your interest in fundraising for Hospice SLO County through the *Walk For Healing* challenge. Last year, an incredible \$51,068 was raised. These funds helped keep us afloat and able to help so many who suffer due to compromised health and grief. With your help, we can raise these funds again and continue to help many more in our community.

### TIP #1 - PERSONALIZE YOUR FUNDRAISING PAGE

- Add a photo.
- Set a fitness goal.



Susan is walking 100 miles and raising funds for Hospice of San Luis Obispo County.

182.2 MILES done

My Appeal

- Personalize your fundraising message. Why is fundraising for Hospice SLO County important to you?

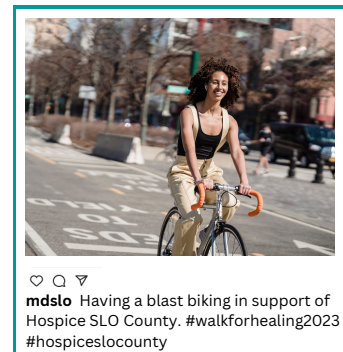
Hospice SLO County (HSLO) offers support for the sick, dying, and bereaved at no cost. HSLO's small staff recruits, trains, supervises, and supports volunteers to provide in-home support, pet support, grief counseling, support groups, and community grief response. HSLO works on a shoe-string budget while supporting hundreds of clients each year. FREE OF CHARGE. HSLO does not bill any insurance. HSLO gets income from individual donations, grants, sponsorships, bequests, and fundraisers like the WALK FOR HEALING.

I hope you will join my team and/or donate to help me reach my fundraising goal of \$1,500.  
Thank you from the bottom of my heart!

### TIP #2 - INVITE PEOPLE TO DONATE TO YOUR FUNDRAISER

- Send an email with your link (URL) to your personal fundraising page, which also includes a link to join your team.
- Explain what the fundraiser is and why you are participating.
- Explain how they can support you.
  - By donating to your fundraiser.
  - By joining your team.
  - By joining your team and fundraising.
- Follow up with a phone call to answer questions and explain more about Hospice SLO County.

### TIP #3 - TELL PEOPLE ABOUT YOUR FUNDRAISER ON SOCIAL MEDIA



### TIP #4 - CHECK IN ON THE FUNDRAISING WEBSITE

- Keep up to date on your standings for your fitness and fundraising.
- Check in to see how your team is doing.
- Communicate with and motivate your team!

### TIP #5 - HAVE FUN!

- Play *Walk For Healing* Bingo with your team.
- Post photos on your Instagram/Facebook and tag #WalkForHealing2024 and #HospiceSLOCounty.
- Know that your fundraising efforts will help Hospice SLO County clients.

#walkforhealing2024  
#hospiceslocounty



# WALK FOR HEALING 2024

## Team Participation Ideas

### Build your team

1. Register for *Walk For Healing* and create a team.
2. Name your team. Be creative!

### Email communication

1. Send an initial communication/save-the-date invitation to your friends. (What it is. How you participate. Whom it supports.)
2. Send an email to your friends announcing the opening of the registration site. (April 15, 2024) Include a link (URL) to your personal fundraising page which also includes a link to join your team.
3. Encourage everyone to add their photo, a fitness goal, and a fundraising goal to their individual page.
4. Encourage your team members to email their friends to participate and/or donate. ([see attached](#))
5. Host a challenge kick-off with your team. It can be held in person or virtually.

### Other fun activities

1. Schedule days throughout the 6-week challenge to walk/run/bike/another exercise together.
2. Start a text or email chain where you can keep in touch and encourage each other.
3. Ask a Question of the Day to engage people. Some examples:
  - What is your favorite walking shoe?
  - Who is your favorite walking partner? (human or animal answers are acceptable)
  - Where is your favorite place to walk?
  - What music do you listen to when walking?
4. Share photos from your walk
5. Post on Social Media and tag #WalkForHealing2024 #HospiceSLOCounty
6. BINGO ([see attached](#))
7. Celebrate at the end! Award prizes, certificates, or accolades for various accomplishments like:
  - Most Miles
  - Most Money Raised
  - BINGO Winner
  - Biggest Hype Person
  - Most Consistent



#walkforhealing2024  
#hospiceslocounty



# WALK FOR HEALING


APRIL 29 - JUNE 9, 2024

JOIN ANYWHERE,  
ANYTIME, FOR 6 WEEKS



## BINGO FOR TEAMS

As you are out and about on your walks, keep an eye out for these items. Mark them off as they happen. *NOTE: You can only mark one square per walking session.*

Pet a dog	10,000 steps in one day	Walked somewhere new	Walked with a friend	Saw wildlife
Laced up your sneakers	Put on sunscreen	Crossed more than 5 streets	Walked before noon	Got a snack while out
Walked with someone new	Walked up a hill		Walked 7 days in one week	Listened to music or podcast
Walked on a nature trail	Walked after dinner	Saw wildflowers	Walked for 30 minutes	Walked outside
Took a photo	Saw a colorful front door	Saw someone on a bicycle	Saw a cat	Walked 5 days in one week

# WALK FOR HEALING 2024

## DIGITAL MARKETING TOOL KIT



2024 LOGO



HSLO LOGO

(Right-click on pictures to copy and paste)

### Walk For Healing Event Link and Registration:

<https://hospiceslo.org/events>

### Hospice SLO County social media accounts:

Facebook - <https://www.facebook.com/hospiceofslocounty>

Instagram - <https://www.instagram.com/hospiceslocounty>

Please be sure you are following these accounts. When HSLO posts pop up in your news feed, you can directly share them to your account.

### Tagging Hospice SLO County: @HospiceSLOCounty

You can tag HSLO's page by using the "@" symbol in your post.

### Hashtags: #WalkForHealing2024 #HospiceSLOCounty

When posting about the event, use these hashtags to spread the word even more. Each time you use both hashtags on an Instagram Post, we will add you for a chance to win a prize.

### Pre-written Posts already tagging Hospice SLO County:

I am raising funds for @hospiceslocounty by participating in Walk For Healing 2024. Please support the health-compromised and grieving by donating to my fundraiser! {Put in your fundraising URL}

#WalkForHealing2024 #HospiceSLOCounty

Welcome back to 2024's Walk For Healing! Last year, an incredible \$51,068 was raised. These funds helped keep Hospice SLO County afloat and helped so many who suffered life-limiting illnesses and grief. With your help, we can raise more funds and continue to help many more in our community. Join my team or donate at {Put in your fundraising URL} #WalkForHealing2024 #HospiceSLOCounty

Join the Walk For Healing challenge to raise funds to help the health compromised and grieving in SLO County. Starting April 15, 2024, you can create a team, join a team, or participate as an individual at this link: <https://hospiceslo.org/events>. Trophies will be awarded to the individual and the team with the most miles recorded and the most money raised. #WalkForHealing2024 #HospiceSLOCounty

WALK FOR HEALING has begun! Pick your fitness goal and start recording your miles today. Hospice SLO County and friends everywhere are coming together to collectively record 25,000 miles by June 9.

#WalkForHealing2024 #HospiceSLOCounty

#walkforhealing2024

#hospiceslocounty

# WALK FOR HEALING 2024

## ASKING FOR SUPPORT EMAIL

Hi {Salutation},

This May, I am participating in Hospice SLO County's (HSLO) safe, fun, virtual fundraiser **Walk For Healing**. I believe in HSLO's mission to help people who are dealing with life-limiting illness or grief, so I've decided to make my {walks, runs, bike rides, and other} count for something. My goal is to {walk, run, bike, other} {number} miles and raise {\$\$} for this important non-profit. Please help me reach my goal by making a tax-deductible donation to my fundraiser. {if you have a team, invite them to join your team}

{Add the Link (URL) to your personal fundraising page, which also includes a link to join your team.}

Hospice SLO County (HSLO) supports the health compromised and grieving in SLO County. HSLO's small staff recruits, trains, supervises, and supports volunteers to provide in-home support, pet support, grief counseling, support groups, and community grief response. HSLO works on a shoestring budget while helping hundreds of clients each year, FREE OF CHARGE. HSLO does not bill any insurance. HSLO gets income from individual donations, grants, sponsorships, bequests, and fundraisers like **WALK FOR HEALING**.

{Insert personal HSLO story if you have one.}

OR

{Insert statement about why you feel HSLO's work is important to our community/closing thank you statement.}

Thanks in advance,

{Your name}

P.S. For more information, visit [hospiceslo.org/events](https://hospiceslo.org/events)

### Consider other messaging you can share:

- One week away
- Walk For Healing starts today
- Half-way through
- Last call
- Thank you



#walkforhealing2024  
#hospiceslocounty