

PhotoCharity 5k Walk to Save Homeless Youth



Welcome! Thank you for participating in the First Annual Walk for San Diego Homeless Youth. It's easy to register and start raising funds to help save these kids.

- Where:** NTC Park at Liberty Station
- When:** Saturday, October 23, 2010 Registration begins at 8:00 a.m. and the Walk begins at 9:00 a.m.
- Length:** 5k course
- Contact:** Joanie Ewing 619-992-6427/Joanie@photocharity.org

1. Register online at www.savehomelessyouth.org
2. After you register, go to www.active.com/donate/homelessyouth. Click on the "Become a Fundraiser" button. If you want to start a team, click on "Create a fundraising Team" button. Set your fundraising goal.
3. Upload your email contacts to your page and send messages to everyone you know to join your team or sponsor to you. Your personal email should include your goal (aim high!), why you are walking, some facts about teen homelessness (included below), ask for a specific amount, say thank you! Provide a link to your page where they can either join the team or donate.
4. Promote your fundraising web page in any way possible – in your email signature, on your Facebook, Myspace or other social networking sites and by word of mouth.

Earn Fundraising Rewards!

If you raise

\$54 - \$179	Official Walk for San Diego Homeless Youth Event T-Shirt
\$180 - \$539	\$20 Best Buy Gift Card and Event T-Shirt
\$540 - \$1,099	\$50 Best Buy Gift Card and Event T-Shirt
\$1,100 - \$2,199	\$100 Best Buy Gift Card and Event T-Shirt
\$2,200 - \$5,399	\$200 Best Buy Gift Card and Event T-Shirt
\$5,400+	Apple I-Pad and Event T-Shirt

Recruiting Tips

- Send emails or post cards to all the teachers, providers and doctors your child sees.
- Put Walk posters up at the local grocery store, gas station, gym, doctor's office, lunch room, conference room, park, community center, etc.
- Become a FAN of your Walk FACEBOOK page and recruit ALL your friends to become FANS.
- Ask your company to set up a "Lunch and Learn" in the cafeteria to recruit employees for the Walk.
- Are you a member of the Elks Lodge, Rotary Club, Junior League, Kiwanis or any other service organization that needs community service hours? If so, recruit your fellow members to come out and start a team or join yours.
- Enlist the help of your church or synagogue.
- Ask the PTA if you can address the attendees at the next meeting.

Sample E-mails for Team Captains

E-mails to Recruit Walkers:

- Join our Team (**team name**)! We are walking to help Photocharity save homeless youth in our community. You can help them build a better future for these kids. Currently over 2,000 youth between the ages of 12-17 are sleeping on the streets of San Diego every day. To walk with us, contact (**Team Captain name/e-mail address/phone number**) for more information or visit www.savehomelessyouth.org and sign up today!
- Can you believe 2,000 youth between 12-17 years of age will be sleeping on the streets of our city tonight? Walk with me and help raise money and awareness to support the work of Photocharity. They have raised over \$1.5 million over the past nine years to support the only emergency teen shelter in San Diego County. . Contact (**insert Team Captain name/e-mail address/ phone number**) for more information or visit www.savehomelessyouth.org and sign up today!

E-mails to Motivate/Update Walkers on your Team:

- Walk Day is almost here, but there's still time to raise money to fund services, raise awareness, and bring hope to homeless youth in our community. By walking and raising money, you can help us get one step closer to saving more youth in San Diego. See you Saturday, October 23rd at NTC Park in Liberty Station.

Fundraising Tips For Individuals and/or Teams

- Organize a fundraising committee for your team – Get your team members involved with all aspects of coordinating your team such as promotions, fundraising and logistics. Send out weekly communications to the team to report on progress in fundraising and recruitment of more team members.
- Provide incentives for your team to entice them to increase their fundraising.
- Get items donated and raffle them off.
- Do a 50/50 raffle where the winner gets half the proceeds and the other half goes toward your fundraising goal.
- Ask your boss or company to match what your team raises.
- Have a ‘dress down day’ at your company where employees can wear jeans in exchange for a \$5 donation.
- Have a garage sale or a bake sale at your office.
- Vendor Sponsorship-have your company send a letter to its vendors to contribute to your walk team. Often vendors will donate generously to a company that has purchased its products.
- Car Washes – a great way to include teens and kids into fundraising.

Matching Gifts – Double your Donations

Matching gifts are a great way to increase your total fundraising dollars for homeless youth. Find out if your employer has a matching gifts program. Some companies don’t just match gifts made by employees –but gifts made by spouses and/or retirees as well. Some companies provide donations to ‘match’ the volunteer hours you have spent on your efforts for the Walk to Save San Diego Homeless Youth. Ask your boss if s/he will match what your team raises. Ask your company to sponsor each walker for \$25, \$50 or \$100 for their efforts.

How to Raise \$800 in 8 Weeks

- Week 1 Put in your own contribution for \$25.....\$ 25
- Week 2 Send emails to friends and family
- Ask 4 family members for \$25.....\$100
 - Ask 5 friends for \$15.....\$ 75
- Week 3 Ask 3 co-workers to sponsor you for \$25.....\$100
- Ask your boss or HR dept. about your company's matching program.....\$ 25
- Week 4 Send a mass email to all your contacts updating Them on your progress.
- Recruit another 5 donations of \$25.....\$100
- Week 5 Ask 3 businesses you frequent for a donation of \$50
- i.e. Doctor, Dentist, Dry Cleaners, etc....\$150
- Week 6 Tell 3 neighbors about your website
- Encourage them to donate \$25.....\$ 75
- Week 7 Send a reminder email to all family and friends who have Not yet donated and let them know they only have 2 weeks left.
- Recruit 5 more people to donate \$15.....\$ 75
- Week 8 Email everyone. Let them know what you've accomplished So far and ask them to help you reach your goal
- Receive 5 more donations of \$15.....\$ 75

TOTAL RAISED: \$800

YOUR DOLLARS AT WORK

Per year

Shelter programs & services Photocharity Funds

Independent Living Services instruction	42,000
Street Outreach program	58,000
Art Therapy program	12,000
Music program	8,000
Anger management therapy	3,500
Breakfast meals for shelter youth	3,500
Linen service for teens beds	3,000
Shelter maintenance	8,000
Insurance for the street outreach van	2,000