

26TH ANNUAL MOTHER'S DAY WALK FOR PEACE

Walker Welcome Packet



CONGRATS!

You have registered for the 26th Annual Mother's Day Walk for Peace (MDW4P). Whether you are a new team captain or have been walking with us for years, welcome!

Your team goal is to raise at least \$1,500 or \$150 as an individual by **Mother's Day, Sunday, May 8, 2022** and we are here to help every step of the way.

This is an exciting opportunity for you, as a Walker, to bring individuals and groups together in your community to raise money towards a worthy cause.

We know that you are coming with a lot of creative ideas to reach your goal and we wanted to share some of these best practices with you that may be able to assist you in your fundraising efforts.



Happy Fundraising!
In Unity,
The LDBPI Development Team

TIPS AND IDEAS FOR REACHING YOUR TEAM AND INDIVIDUAL GOAL

How to keep track of your team's goal:

Keep track of who joins your team or efforts, and who donates using the handy tracker in **Part 5** of this welcome packet.

How to ask someone or a group for money:

Start by smiling - warmth gives a feeling of comfort and smiling may even give you a boost of confidence during your conversation.

Tell people why you started a team in the first place, what does your team name mean, why does this work mean something to you?

Be clear that you will be appreciative of anything they can give. Understand and be respectful that someone might say no or that they can't pledge right now, and that is okay!

How to expand your network and where to look for new potential pledges:

- Friends and Family,
- Neighbors and Neighborhood,
- Co-workers
- People from a class, training, webinar, or anything else you're involved in, virtual or not
- Individuals from a place of worship
- Your dog groomer or vet
- Your local coffee person
- People from a support group you might be a part of
- Parents, teachers, administrators from your child's school



HOW TO COLLECT DONATIONS

VENMO & CASHAPP

- Set up a Venmo or Cash App account. Once you collect the funds, you can make a check or online donation towards your team for them

MAILING A CHECK

- Have them mail a check to the Louis D. Brown Peace Institute. Make sure they acknowledge your name or team name

Ex:

**MDW4P; Team Name
15 Christopher Street
Dorchester, MA 02122**

DONATING TO YOUR PAGE

- Have them donate to your team page directly

CALLING THE OFFICE

- Have them call Elizabeth at the office with their credit card 617.825.1917 ext. 116





TIPS AND IDEAS FOR REACHING YOUR GOAL

Your walk team starts with a minimum of 2 people and includes anyone and everyone who wants to join in the efforts to raise money to support the Louis D. Brown Peace Institute. This includes family members, friends, neighbors, coworkers, support groups, and if you are involved in a religious institution people that you worship with. You also want people that have a diverse group of contacts so you are not asking the same people to pledge to your team.

The great news is that because this year the Walk is in person and virtual so you can ask people to be on your team that support the mission but don't live close by. So if you have family members, friends, coworkers, or a Facebook friend in a different state or country, you can ask them to raise money and join your team.

The people you choose to be on your team, in addition to being committed to the mission of the LDBPI, are also people that are dedicated to helping you meet your team goal and could be willing to ask others to make a donation to your team as well if you ask!

If you were a walker or a team captain before, you can decide if you want to ask the people on your team from years past.

PRIMARY TYPES OF WALK TEAMS

Survivor Teams:

A Survivor Walk Team is typically created by family members and friends whose lives have been personally impacted by homicide.

Organizational Teams:

This team is created when an organization wants to support the LDBPI mission Walk. These teams are generally made up of coworkers and their family and friends. Teams may or may not have a personal connection to LDBPI but they are all dedicated to improving the lives of those impacted by homicide.

Faith Teams:

This team is started by a place of worship or a member of a place of worship. These teams are generally made up of congregation members, youth group members and extended friends. There can be numerous teams for one place of worship.

Other Walk Teams:

If you are not forming a one of the above walk teams, your team might fall under the "other" category. Other Walk Teams include school teams, fraternity/sorority teams, neighborhood, knitting club, etc... any type of team that would like to join to support people that have been affected by homicide.



TIPS WHEN ASKING PEOPLE TO BE ON YOUR TEAM:

GETTING PEOPLE ON BOARD!

For example, they share the mission of the LDBPI and you enjoy spending time with them. Normally you would be walking with them in person as a team and this year you will be walking virtually with them.

Share the team fundraising goal and make sure they want to also raise the money.

Share some of your ideas on how to raise money and how much fun the team is going to have including creating a team cheer, supporting each other, and making new friends.

HELPING YOUR TEAM REACH YOUR GOAL!

Meet together on a virtual platform to cheer each other on and share how you are increasing your pledges.

Set individual goals as well as a team goal. Research shows that when you are specific and intentional about goals you will reach them.

Set aside time 2-3 times a week for a 1/2 hour to work on increasing your pledges.

Have FUN with asking people to pledge! YOU are the reason why we are able to help survivors.



TEMPLATES FOR TEAM FUNDRAISING OUTREACH

Email & Communication:

When writing an email or communication, it is important to include the following:

Subject: This is your readers first impression. This is where you will get their attention with a short, catchy description of what is in the email.

Opener: This is a crafty first sentence that welcomes the reader to continue reading. Don't overthink this! It can be a simple sentence or even a question. Just think about what would be appropriate and go from there.

Body: This is the bulk of your email. This is where you explain what the cause is and why you are involved as a team captain.

Call-to-Action: This is where you identify what you would like the reader to do. What action would you like them to take? Donate to your page? Get the news about the Mother's Day Walk, out to others? Whatever it is, here is where that goes and you can even list it.

Closing: Thanking the person for reading your email and taking action on your action steps is important!



EMAIL TEMPLATE

If you want you can send this out to the members of your team so they can also use it.

Subject: Have I told you why I walk?

*Dear {Name}, *we recommend sending personalized emails with names*

Have you heard of the Annual Mother's Day Walk for Peace? This year, I am the {ROLE - Team Captain or Walker} of {TEAM NAME} for the Louis D. Brown Peace Institute's 26th Annual Mother's Day Walk for Peace.

The Louis D. Brown Peace Institute serves as a Center of Healing, Teaching and Learning for families and communities impacted by murder, trauma, grief and loss that seeks to create and sustain an environment where all families can live in peace and all people are valued.

The Mother's Day Walk is a powerful tradition and celebration for the community to come together to honor those who we have lost. I am reaching out to you in hopes that you will consider joining my mission to raise \$1,500 by Mother's Day, Sunday, May 8, 2022, towards this cause that means so much to me.

{YOU CAN ADD YOUR PERSONAL STORY HERE IF YOU WANT} There are a few ways that a donation can be made:

You can search for my team here {Add your personal page link} and donate directly online:

You can search for my team here {Add your personal page link} and donate directly online:

Donate to team

You can mail in a check to:

Louis D. Brown Peace Institute

15 Christopher Street

Dorchester, MA 02122

**please write the team name in the memo so that it can be counted towards my team goal!*

Thank you so much for anything you are able to contribute.

Sincerely, {YOUR NAME}

PHONE CALL & VM TEMPLATE

If you want you can send this out to the members of your team so they can also use it.

Hi {Name of Person}

Have you heard of the Annual Mother's Day Walk for Peace?

This year, I am the {ROLE - Team Captain or Walker} of {TEAM NAME} for the Louis D. Brown Peace Institute's 26th Annual Mother's Day Walk for Peace.

The Louis D. Brown Peace Institute serves as a Center of Healing, Teaching and Learning for families and communities impacted by murder, trauma, grief and loss that seeks to create and sustain an environment where all families can live in peace and all people are valued.

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{YOU CAN ADD YOUR PERSONAL STORY HERE IS YOU WANT}

I'll follow up with an email with all of the above information and where you can send the donation to.

**Make sure you have their email address and send them the MDW4P Info Sheet that is attached to this packet.*

Thank you so much for anything you are able to contribute.



SOCIAL MEDIA POSTS

Remember to tag us and send us pictures of the creative things you do!

This year, I am the {ROLE - Team Captain or Walker} of {TEAM NAME} for the Louis D. Brown Peace Institute's 26th Annual Mother's Day Walk for Peace.

I am walking this year because .. {YOU CAN ADD YOUR PERSONAL STORY HERE IS YOU WANT}

I hope that you will consider joining my mission to raise \$1,500 by Mother's Day, Sunday, May 8, 2022, towards this cause that means so much to me.





THANK YOU DONOR TEMPLATES:

Thank you to your donors templates:

It is important to thank the people that are making a pledge to support you. We suggest thanking twice. The first is right after they say yes and pledge to you and the second is within 1-7 days after the walk on Sunday, May 8, 2022. We suggest sending them an email or text after they agree to donate with all of the information about how they can make their pledge.

Thank you email or text (make a copy to have easy access)

SAMPLE TEXT :

Thank you so much for pledging \$X to my team page! You can either donate to my personal team page at <https://www.mothersdaywalk4peace.org> or send a check to the Louis D. Brown Peace Institute, 15 Christopher Street, Dorchester, MA 02122. For a check, please make sure that my team name {Put team name} is in the memo or I will not get credit!

Thank you.

THANK YOU DONOR TEMPLATES:

Email Sample:

Subject: *Thank you for your pledge Dear (NAME):*

Thank you so much for supporting my virtual walk for the Louis D. Brown Peace Institute 26th Annual Mother's Day Walk for Peace on Sunday, May 8 through your pledge of (\$ AMOUNT).

This year's walk is celebrating 26 Years of Walking for Peace and your pledge ensures that people will continue to receive guidance following a homicide including a traumatic death. As you know the reason why I walk is because: {YOU CAN PUT YOUR PERSONAL REASON FOR BEING INVOLVED HERE/A PERSONAL NOTE TO THEM HERE}. All pledges are tax deductible and the LDBPI will be sending you a letter with all of the tax information for your taxes.

*There are many ways that you can make your pledge:
Mail a check to the Louis D. Brown Peace Institute.
If you do this, please put the TEAM NAME in the memo section.*

*Louis D. Brown Peace Institute
15 Christopher Street
Dorchester, MA 02122*

I can pick up the check and will mail it to the LDBPI.

*Make a donation to my team page on <https://www.mothersdaywalk4peace.org> Call the office and give your credit card over the phone. 617.825.1917 ext. 116
If you can please send your pledge in by Sunday, May 8, 2022 I would appreciate it.*

Thank you again for your pledge!



