



Fundraising Handbook

Welcome! Thank you for signing up for this year's IWALK for ACTS hosted by Action in Community Through Service (ACTS) and Image Church! We are excited to have your participation and support. Every hour of every day families in our community face hunger, homelessness, and abuse. You are helping ACTS feed, shelter and protect countless individuals by joining us.

We would like to ask you to take your commitment one step further. By turning your commitment to walk/run into being a personal fundraiser, together we can use those additional funds to assist more people in need.

By joining us as a fundraiser, your support goes even further, helping ...

... keep ACTS' Help Line open 24 hours a day so that our community members in crisis have somewhere to turn.

... give individuals facing abuse resources and reassurance that they are not alone.

... keep the doors open at our shelters so that families have a place to call home until they are back on their feet.

... feed hungry children in our neighborhoods through the ACTS Food Pantry.

... families keep the lights on through Emergency Assistance and provides resources for making ends meet.

By engaging others in your efforts, you are broadening ACTS' community of supporters and bringing more people together to raise funds and awareness for this important cause. **Thank you!**

Questions? Call Steve at (703) 441-8606 or e-mail Kate at iwalk@imagechurch.com.

Fundraising 101: Getting Started

1. Register to participate in IWALK for ACTS at www.iwalkforacts.com.
2. Follow the online instructions for setting up your own fundraising page. Set a fundraising goal and personalize your page. Update your page regularly so people can check back often.
3. Invite your circles to join you in IWALK for ACTS by participating or making a donation. Ask family, friends, neighbors, co-workers, or anyone you can think of to support you by signing up and/or donating to this great cause!
 - Start early and remind people of what you are doing over the next few months;
 - Share what you are doing through social media (Facebook, Twitter, Instagram, LinkedIn) and link to your fundraising page;
 - Send a personalized e-mail or letter to your contacts asking for support;
 - Track who you ask and check to see who has made donations.
 - Be sure to send thank you notes!

SAMPLE FUNDRAISING LETTER

Greetings -

I am raising money for a great cause and I need your help! On Saturday, October 7, I will be participating in the 7th Annual IWALK for ACTS 5K, hosted by Action in Community Through Service (ACTS) and Image Church, to raise vital funds and awareness for families struggling to make ends meet in our area. I am writing to ask for your support – will you consider joining me as a participant or by making a donation to this important cause?

The money I raise will help to benefit the many programs at ACTS, furthering the organization's mission to provide relief, foster hope and promote self-sufficiency for our Prince William area neighbors in crisis due to hunger, homelessness and personal violence. By joining with me, together, we can make an impact ... one person at a time.

To make a donation to support my efforts, visit [*LINK TO PERSONAL FUNDRAISING PAGE*]. Checks can be mailed to: ACTS, P.O. Box 74, Dumfries, VA 22026. Make sure to put "IWALK - [*MY NAME*]" on the memo line. For more information about the event or to register to participate yourself, please visit www.iwalkforacts.com.

Thank you for your consideration and in advance for your support!

[*YOUR NAME*]

Brainstorming: Who is in my Circles?

Take a few minutes to think about who you can ask to support your fundraising goal for IWALK for ACTS. Make a big impact for ACTS by tapping into all of your networks!

Personal ...

Family _____

Friends _____

Facebook Friends _____

Neighbors _____

Parents of Children's Friends _____

Parents' Friends _____

Professional ...

Coworkers _____

Past Coworkers _____

Business Associates _____

Trade Associations _____

Where I frequent ...

Place of Worship _____

Gym _____

Golf Course _____

Hobbies _____

Restaurants _____

Volunteer Groups _____

My service providers ...

Physicians _____

Financial Planner _____

Hair stylist _____

Attorney _____

Car salesman / Dealership _____

Contractors _____

Dentist _____

Realtor _____

Veterinarian _____

More Fundraising Ideas

Check out this list of simple ways to engage your friends, family and community in raising funds and awareness for ACTS. Pick a few or use this as a starting point - Be creative and have fun!

1. **Lead the way** - Make a personal donation toward your fundraising goal!
2. **Yard sale** - Clear out the clutter and get rid of all those things you no longer need. Ask others to donate items as well. Post signs so everyone knows their purchases benefit ACTS.
3. **Movie Night** - Rent the latest movie, make some popcorn and invite your friends over! Have your fundraising page available so friends can make a gift that evening.
4. **Empty those pockets** - Instead of using your change, collect it at the end of each day and put it in a jar. All those coins add up over time, especially if you get your family and friends to do the same!
5. **Share your specialty** - Offer a cooking class, gardening lesson, or guitar lesson, for example, in return for a donation to your IWALK fundraising efforts.
6. **Game Night** - Pull out the board games or deck of cards. Ask for donations at the door.
7. **Car Wash** - Ask a local business for use of their parking lot and gather friends and supplies for an afternoon of scrubbing and raising funds.
8. **Pasta Dinner** - Invite friends over for an easy family style dinner in exchange for a donation.
9. **Babysitting** - Offer your services so friends can enjoy a night out in return for a contribution toward your fundraising goal.
10. **Have a birthday coming up?** Ask friends and family to donate to ACTS and support your participation in IWALK as their gift to you.
11. **Corporate Matching Gift** – Ask your HR office about any opportunities. Some companies will match your donation or what you raise.
12. **Dress Down Day / Jeans Day** – Ask your company to host an official "Dress Down" day to support IWALK for ACTS. Employees donate a set amount for the privilege of dressing down or wearing jeans for a day.
13. **Company Grants** – Many companies will make donations to charitable events when employees donate their time.
14. **Extra Vacation Day Raffle** - Ask your company to donate a vacation day to be raffled off. Sell tickets and proceeds support your fundraising efforts.
15. **Bake Sale** - Who doesn't love a good cupcake or cookie? Host a bake sale at your office, church, or school. Not Julia Child? Pick up donuts or bagels to sell with proceeds benefiting ACTS.
16. **Spread the word** - Does your company have a newsletter? Ask if you can include information about your participation and how others can join in the fun.



***Thank you for
your donation!***

**Your support helps
ACTS serve our most
vulnerable neighbors in need.**

**ACTS is a 501 (c) 3 organization.
All donations are tax deductible to
the extent allowed by the IRS.**