

## Will2Walk - Let's get started!

Congratulations! You've officially signed up to participate in Will2Walk 2020!

You are going to be part of such a unique and fun event that will raise funds to support the programs and activities that make our Stroke Support Centres so valuable to the Victorian stroke community.

This guide will tell you everything you need to know about fundraising online and provide you with examples and tips to help you kick it all off.

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### Quick Wins

1. Set up your fundraising page <https://will2walk-2020.raisely.com/>  
\* You can also donate directly to a team or Stroke Support Centre  
<https://will2walk-2020.raisely.com/donate>
2. Personalise your page with a photo, fundraising target, and brief overview of why you are participating in Will2Walk
3. Donate to yourself to kick off your fundraising efforts and encourage others to donate too
4. Let your friends, family and colleagues know that you're participating in the 2020 Will2Walk challenge and that you're raising money for the Stroke Association of Victoria
4. Share your fundraising page link on social media

## Fundraising templates

### *Email:*

Personal emails are a great way to fundraise. It shows your donors that you have really put some effort in and made sure you personally reached out to them asking for a donation. The key is to make donating as easy as possible for your supporters, and always let them have an idea of where their donation will go and what it will help the Stroke Association of Victoria achieve.

### *Email example:*

Hello!

I'm so excited to let you know that I have signed up to participate in Will2Walk in October 2020 which will see me walk (XXkm) around (include the route you're planning to walk). I have decided to fundraise for the Stroke Association of Victoria to help support the programs and activities that are so valuable to the stroke community.

Stroke is one of the leading causes of disability and it is estimated that there are more than 120,000 people living with the effects of stroke in Victoria alone.

Each year, there are more than 65,000 new and recurrent strokes in Australia, that is one every 9 seconds. This is where the Stroke Association of Victoria becomes so important as the only dedicated community-based support service for people re-entering their lives after having a stroke.

Every donation – big or small – will make a huge difference. It only takes a minute to make a donation directly to my fundraising page (insert your fundraising page link).

So please, help me help Victorians affected by a stroke and donate today.

Thanks in advance

(insert your name).

## **SMS:**

Much like the emails, SMS is personal approach to asking for a donation. An SMS will also remind a lot of people to donate as they will have already seen it on your social media or in an email.

### *SMS example 1 – leading up to the event:*

Hi **(first name)**

On Sunday 11 October I will be participating in Will2Walk and walking **(insert distance)**km's. I'm also raising money for the Stroke Association of Victoria. SAV provides support services for Victorian's affected by a stroke. I would love your help in reaching my fundraising goal, no amount is too small or too big. Thank you! **(insert link to fundraising page)**

### *SMS example 2 – a week before the event:*

Hi **(first name)**

One week to go until I challenge myself in Will2Walk! It has come around so quickly, but there is still plenty of time to donate. No matter what you can give, \$5 or \$100, it all goes to the Stroke Association of Victoria – a great organisation that provides community-based support to people affected by a stroke. Here is the link to my fundraising page if you'd like to donate: **(insert link)**.

Thanks!

### *SMS example 3 – post-event:*

Hi **(first name)**

I did it!!! What a great achievement, I am so happy I participated in such a worthy event. Knowing that there were hundreds of other participants walking right across Victoria is so inspirational. I made it and I have raised money for the Stroke Association of Victoria. There is still time to donate if you can, it will only take you a minute and I would be so grateful **(insert your fundraising page link)**. Thanks so much!

Note: Add a picture of yourself after the walk if you want to.

## ***Social Media:***

Social media is such a great resource when it comes to fundraising. It will be your best friend throughout your fundraising journey, so ensure you use it to its full potential. Make it personal when posting on social media, let people know why you are doing the walk and how they can personally help and make a difference.

Share frequently your progress towards your fundraising goal, and always, always remember to include your fundraising page link when you post on social media. This allows your donors to donate easily and quickly.

SAV has created a tile/image for you to use to get your friends' attention – the tile is attached to the email and is available to download from our website (<https://www.strokeassociation.com.au/event/will2walk-2020>)

### *Social Media example 1:*

On October 11, I will be walking (xx)km's in Will2Walk to support the Stroke Association of Victoria. Your support would mean the world to me and any donation - big or small - will be greatly appreciated and go towards providing support to Victorian's affected by stroke. (insert fundraising page link).

### *Social Media example 2:*

Hey everyone. Could you live without coffee for a week? This week I am challenging you to give up your daily caffeine fix and donate the money to my Will2Walk fundraising page instead to support all Victorians affected by stroke. (insert fundraising page link).

### *Social Media example 3:*

Thank you to all of my amazing family and friends for supporting me on what was a great challenge walking (XXkm's) to raise vital funds for the Stroke Association of Victoria. It's not too late to donate if you wish to, every little bit helps! (insert fundraising page link).

## Tips & Tricks

Below are some easy fundraising tips and tricks that take no time to execute and will go a long way with your fundraising;

1. Personalise your fundraising page. It's important to update your page with a profile image and a blurb to let your supporters know why you are participating in the event and what this walk means to you.
2. Update your supporters regularly. Your supporters will want to hear about your progress, whether it's fundraising or training.
3. Say THANK YOU! A public thank you goes a long way when you're fundraising. Give each supporter a shout out over social media and make a fuss over their donation. Trust me they will be grateful and it will inspire others to donate too!
4. Be Inspirational. What does participating in Will2Walk mean to you? Ask yourself this question and then share the answer with everyone – yes, everyone! Your family and friends won't donate just because it's a good cause, they will donate because it's a cause important to you.
5. Dollar match. If you work, or have friends or family who work why not ask the workplace to dollar match your total fundraising amount. If you raise \$1,000 on your own through your networks, ask the workplace to match it to make your end result \$2,000.
6. Get the office involved. If you are a good baker, why not cook up a batch of cupcakes or brownies and sell them in your workplace for a gold coin donation to go towards your fundraising? Your colleagues will love you for it!

## Stroke Statistics

- There are more than 400,000 people living with the effects of stroke in Australia (12,000 in Victoria)
- More than 80% of strokes can be prevented
- Around 30% of strokes survivors are under the age of 65
- 65% of stroke survivors suffer a disability which impedes their ability to carry out daily living activities unassisted
- The financial cost of stroke in Australia is estimated to be \$5 billion each year