

15th Annual Jordan's Walk/Run for Adoption

# FUNDRAISING GUIDE

*Your Guide To Fun,  
Effective Fundraising*

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15<sup>th</sup> Annual  
Jordan's Furniture  
**WALK/RUN FOR  
ADOPTION**

May 19<sup>th</sup>, 2024

# Ready, Set, Go!

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# Your Fundraiser Matters!

From all of us at MARE, thank you for supporting our mission by wanting to create your own fundraiser for the 15th Annual Jordan's Furniture Walk/Run for Adoption! Every child deserves a permanent home, and we're so lucky to have inspiring, determined people like you on our team to help make that a reality. By starting your own fundraiser in addition to walking or running your 5k, you're multiplying your impact on the lives of children and teens in foster care.

This year, we're aiming to raise \$110,000! We know you have what it takes to help us get there, and you've already taken the first step by creating your fundraiser.

While fundraising might seem overwhelming at first, we're here to put some tips and tricks to help you become the best, most effective fundraiser you can be in the weeks leading up to your 5k.



# Share Directly

1

## SEND YOUR FUNDRAISER DIRECTLY TO 5-10 FRIENDS OR FAMILY MEMBERS

Your closest contacts are the people who are going to be the most likely to donate, so contact them directly by sending them an email or text asking them to support your fundraiser. Explain to them why you've chosen to walk/run for adoption, and let them know why their donation matters - even just \$5 could change a child's life forever!

2

## SEND DIRECTLY TO A FEW MORE FRIENDS

Next, send your fundraiser to 10-15 more close contacts, or however many you're comfortable with. These contacts could be friends, family members, co-workers, or anyone you think would support your fundraiser. These messages should also explain why you're walking/running for adoption this year and how their donation will make a difference in the lives of children in foster care.

Need help writing some emails? [Check out some handy templates we've drafted up for you!](#)

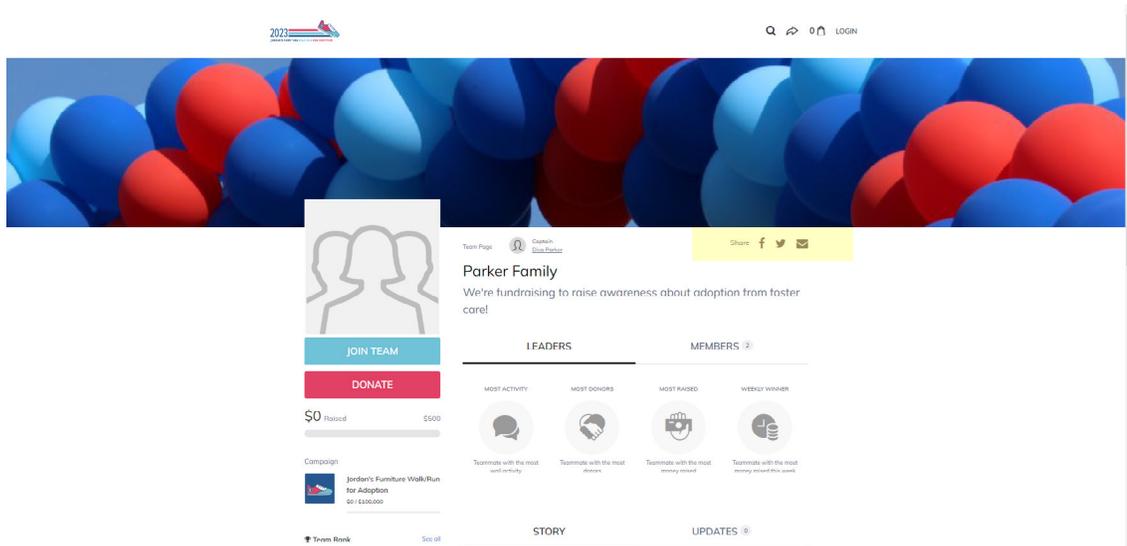


# Share on Social Media

## 1

### CREATE YOUR FIRST POST

After you've made some progress by sending your fundraiser directly to close contacts, it's time to share it on social media! We recommend starting on Facebook where it's easy to tag friends and encourage them to share your fundraiser themselves. You can share your fundraiser on Facebook directly from Classy by clicking the Facebook icon on your donation page.



Start by thanking your close friends and family members who have already donated and tag them in your first post so that their Facebook friends will see it too! You never know who might be drawn to your mission and moved to donate.

This first post should introduce your followers to your fundraiser and explain why you're participating. Similarly to your close contacts, explain to this audience that any donation, no matter the amount, will make a difference!

Make sure to use the hashtag #WalkForAdoption whenever you post about the walk/run so that MARE can keep up with your progress, too!

## 2

### **SHARE WHY YOU'RE FUNDRAISING**

As mentioned in the previous section, crafting your story helps people connect to the cause. Not every social media post has to ask your followers to donate to your fundraiser. Sharing a more extensive story about your connection to the walk/run for adoption will help your followers to understand why it means so much to you. Seeing someone they know have a personal connection to an important cause will encourage them to donate when they see your “ask” posts in the future; they may even be inspired to register for the walk/run and start a fundraiser of their own!

## 3

### **SHARE YOUR PROGRESS**

A great way to show your followers that you're making a difference is to create daily, weekly, or monthly fundraising goals. These milestones could include \$50, \$100, \$200, and so on. Whenever you hit them, post on social media to update your followers. Thank and tag those who helped you get there. Encourage them to create a fundraiser of their own!

## 4

### **CREATE A FUN INCENTIVE FOR YOUR DONORS**

Try adding an incentive to your fundraiser to make it even more personal! This could be as simple as telling your followers that if they help you reach your \$200 goal in one week, you'll wear a crazy hat during your 5k. You can also encourage some friendly competition! Whoever donates the most to your fundraiser wins. You can incentivize the competition even more by having a prize ready for the highest donor (buying them a coffee or getting a gift card are some great prize ideas).

# Facts to Share

When reaching out to friends and family about donating in support of your Walk or Run, feel free to share some of these facts and statistics about how their support makes a life-changing difference!

## YOUTH IN FOSTER CARE IN MASSACHUSETTS

- 8,143 Massachusetts youth are currently in state foster care.
- 3,108 of these youth have a goal of adoption.
- 2,460 have a goal of adoption with no relative or other adult to offer a permanent home. These are the youth that MARE serves.

## IN THE 15 YEARS OF JORDAN'S FURNITURE WALK/RUN FOR ADOPTION...

- Over 6,000 people have walked or run to raise awareness about adoption from foster care. 3,108 of these youth have a goal of adoption.
- We've raised over \$1.1 million to help find adoptive families for youth from foster care.

## IMPACT ON YOUTH

Compared to youth who age out of foster care, children who are adopted into a permanent family are statistically ...

- 50% more likely to attend college
- 50% less likely to be arrested
- 47% less likely to become homeless
- 24% less likely to be unemployed
- 23% more likely to graduate from high school.

# Messaging Templates

Here are some helpful messaging templates you can use to send to your friends and family! Feel free to mix it up and add your own personal touch.

1

Hi [NAME],

I'm fundraising for MARE's 15th Annual Jordan's Furniture Walk/Run for Adoption. [YOUR CONNECTION TO MARE'S CAUSE]. The money raised will go towards helping children and teens in foster care find permanent homes. I'm trying to raise \$[AMOUNT] by [DAY OR DATE]. If I can get [NUMBER] people to each give me \$[AMOUNT] or more, I'm there. It's important for me to help support youth in foster care. I hope you'll support me and these kids by making a donation to my fundraising page below.

Thanks in advance!

2

Hi [NAME],

There are over 2,460 children and teens in foster care waiting to be adopted who have no relatives or other potential adopters. MARE's mission is to find these foster youth the permanent homes that they deserve.

[INSERT ANECDOTE ABOUT WHAT MARE MEANS TO YOU]

That's why I'm fundraising for MARE's 15th Annual Jordan's Furniture Walk/Run for Adoption. All of the money raised will go towards helping children and teens in foster care find permanent homes. I'm trying to raise \$[AMOUNT] by [DAY OR DATE]. I hope you'll support me and these kids by making a donation to my fundraising page below. Thank you!

3

We've reached \$XX in my fundraiser for the 15th Annual Walk/Run for Adoption! Thank you so much to everyone who's donated so far, [INSERT BRIEF ANECDOTE ABOUT WHAT MARE MEANS TO YOU]. Let's try to get to \$[AMOUNT] by [DATE].

You can donate to my fundraiser by visiting [INSERT LINK]. Thanks again everyone!

4

I'm [INSERT %TO GOAL] to reaching my fundraising goal of [AMOUNT] for MARE's 15th Annual walk/run for adoption! MARE's mission means so much to me because [SHORT ANECDOTE ABOUT WHAT MARE MEANS TO YOU]. You can help these foster care youth by making a small contribution to my fundraiser [INSERT LINK]. Any amount helps!

5

Did you know that over 2,460 children and teens are currently in foster care waiting to be adopted who have no relatives or other potential adopters?

MARE is on a mission to find homes for these youth in foster care, and your help can make our efforts go even further. By donating to my fundraiser for their 15th Annual Walk/Run, you can extend the impact of your gift to be felt for years to come. No matter the size of the donation, we're helping foster youth find their permanent homes.

You can learn more about the Walk/Run and donate to my fundraiser by visiting [LINK TO CAMPAIGN PAGE].

# 6

A little bit can go a long way for foster youth who are currently awaiting adoption.

This year, my goal is to raise [AMOUNT] for MARE's 15th Annual Walk/Run for adoption. With your help, I'm confident that we'll be able to accomplish just that, if not more, by making a small sacrifice on behalf of the thousands of Massachusetts foster youth.

This month, you could skip one Friday night happy hour, a trip to the nail salon, or new pair of sneakers and instead donate that money as a donation to help find permanent homes for children and teens in foster care. Get creative with what you choose to exchange, and remember no amount is too small.

Get started today by donating to my page and strengthening the impact of MARE's mission.

# 7

There are over 2,460 children and teens in foster care waiting to be adopted who have no relatives or other potential adopters. MARE's mission is to find these foster youth the permanent homes that they deserve.

[INSERT ANECDOTE ABOUT WHAT MARE MEANS TO YOU]

That's why I'm starting my own fundraiser for their 15th Annual Walk/Run for Adoption. By donating to my fundraiser, you can extend the impact of your gift to be felt for years to come. No matter the size of the donation, we're helping foster youth find their permanent homes.

You can learn more about the Walk/Run and donate to my fundraiser by visiting [LINK TO CAMPAIGN PAGE].



The 15th Annual Jordan's Furniture Walk/Run for Adoption raises money for the Massachusetts Adoption Resource Exchange (MARE), a nonprofit that finds adoptive homes for children in foster care.