
MAY 18-JUNE 14, 2015

Your Guide to Fundraising

**Walk 100 miles in 4 weeks and your
steps can help to change the world**

Over 4 weeks, from May 18 to June 14, hundreds of people from around the world will each walk 100 miles in support of the JWRP and its partner organizations. We are excited you have decided to join us. Together we will get active, connect with friends and raise money to send more men and women on our life changing trips to Israel.



www.jwrp.org/walks

The Cause

The Jewish Women's Renaissance Project is an international movement to reawaken the passion and commitment of the Jewish people. Offering highly subsidized trips to Israel, the JWRP is helping men, women and their families rediscover themselves and their core values so they can make real changes in their lives. To date, thousands of women and now men as well, have visited Israel on our transformative trips. With your help we will send even more.

"THE JWRP IS HELPING MEN, WOMEN AND THEIR FAMILIES REDISCOVER THEMSELVES AND THEIR CORE VALUES SO THEY CAN MAKE REAL CHANGES IN THEIR LIVES."

The Challenge

100 miles in 4 weeks requires 10,000 steps a day well over what you probably walk now. But if you want more of a challenge some people are doing it in even less time! Select the timeframe that is most fitting for your lifestyle. If you are very active and run in the gym frequently, then consider doing the challenge in three weeks. If you are really ambitious you could even aim for two! Remember – don't just go for the easy option - it has to be a challenge so that people will sponsor you.

"REMEMBER – DON'T JUST GO FOR THE EASY OPTION - IT HAS TO BE A CHALLENGE SO THAT PEOPLE WILL SPONSOR YOU."

The Goal

Earl Nightingale said "People with goals succeed because they know where they're going". Set for yourself a goal of how much money you want to raise. Make it challenging. And don't worry; you can always revise it upwards when you reach it.

"PEOPLE WITH GOALS SUCCEED BECAUSE THEY KNOW WHERE THEY'RE GOING"

Raising Money: Step by Step

1 Make a plan. A goal without a plan is just a wish. Examples: Send 5 emails a day; make 5 calls a week, post every day on Facebook. Share your plan with other walkers on our **jwrp walks** facebook group to give them ideas and inspiration.

2 Send emails out to as many people as you can think of with a link to your personal fundraising page. Try not to send in one mass email though. It's the personal touch that makes the difference. Perhaps divide your email list into sub-groups and email each group with a message more tailored to them.

3 Use Facebook! Post about your progress online – the days where you are struggling to walk, the days where you walk well. The interesting people you meet on the way, the things that you see. The amount you have raised and the amount you still need to raise. Thank your recent donors and tag them adding a short personal message. so your friends can see who is giving to you and will be spurred on to do the same.

4 Pick up the phone. Call friends and family and let them know what you are up to. Nervous? Don't be. The worst that can happen is you get a no. Think of it as an opportunity to catch up with friends and family.

5 Print and put up flyers. On the flyers we supply you will see that there is space to add in your personal information and financial target. Simply fill this in using a heavy pen so that it is noticeable and stick to the wall in your workplace, university dorms, community center and synagogue.

Keep Your Motivation Up!



Post your pictures to our facebook group and see what everyone else is up to at [jwrg walks](#) facebook group



Visit our website [jwrg.org/walks](#) to see where you stand in the leaderboard



Visit our blog for fundraising strategy, personal stories, advice and more [walktoisraeljwrg.wordpress.com](#)



Pay attention to the weekly update emails for inspiring stories and flash contests

Other Fun Fundraising Ideas

Host a cheese and wine evening

charging people entry at the door.

Organize a raffle.

If you can secure one good prize and a few smaller ones, selling raffle tickets is a low-cost way for people to sponsor you. Put together a game night. Have everyone bring one game and charge an entry fee.

Go to the movies at home.

Rent a movie, make some popcorn and charge admission.

28 people - 28 days.

Ask 28 people to sponsor you \$1 a day for 28 days. This would raise you an incredible \$784.

Offline Donation Procedure

Fill in the log for every sponsor:

- Their name as they want it to appear on your page.
- Their email if they want a charitable donation receipt.
- Verify all checks are made out to JWRP.
- For cash, deposit all cash donations in your account and make one check for the total to JWRP.

Mail checks, along with your name, to the following address:

**Jewish Women's Renaissance Project
6101 Executive Blvd., Suite #126
Rockville, MD 20852**