SUNDAY, OCTOBER 4, 2020
FUNDRAISING TOOLKIT

VIRTUAL WALK FOR KDC
empowering individuals
one step at a time
WELCOME! YOU DID IT!

You’re joining in the fun by participating in the first-ever virtual Walk for KDC. Let this be a guide to getting started with your fundraising!

STEP 1
Now that you’re signed up, you’ll need to recruit your friends, family, co-workers, neighbors to join your team. You can send emails and post on social media. Go to walkforkdc.org and log in to get started!

STEP 2
Customize your fundraising page and set a goal. Share your story of why you’re walking for KDC! Use social media to fundraise and include the hashtags #WalkforKDC #WeareKDC

STEP 3
Raise Money! All you have to do is ask. Send emails, spread the word via social media, host a virtual fundraiser or start a Facebook Fundraiser.

The donations you and your team raise will go directly to programs that support your community!!

Through KDC’s family- and community-based programs, we help children, individuals, and families throughout Central and Southeastern Massachusetts as they face their developmental and other challenges head-on, each and every day.

STEP 4
Have fun, enjoy your Walk for KDC, and remember with every step you take and dollar you raise, you have the power to empower!

Please share your progress and walk photos along the way with the KDC community. #WalkforKDC

QUESTIONS? Contact: Amanda Perkins, Vice President of Development; aperkins@kdc.org or (508) 772-1276
TEN VIRTUAL FUNDRAISING IDEAS

1. VIRTUAL THEMED WATCH PARTY: Whether it’s a reality show, awards show, sporting event or movie, you can have everyone dress for the occasion and theme, share recipes, and have a post-viewing discussion to share thoughts on what happened. You can charge a fee knowing it’s all going toward your fundraising!

2. VIRTUAL DINNER PARTY VIA ZOOM: Have your friends dress up, prepare dinner in their homes, and then eat together. As the host/hostess, ask your friends for a donation to your Walk for KDC page.

3. VIRTUAL TRIVIA NIGHT: Take your normal trivia night and turn it virtual! Consider what each team or participant’s donation to your fundraising page should be to participate.

4. VIRTUAL LIP SYNC CHALLENGE: Go to your social media account and challenge your friends to upload a video of themselves lip syncing their favorite tune in 24 hours or donate to your Walk for KDC page.

5. VIRTUAL COOKING/BAKING CLASS VIA ZOOM: Prepare your favorite meal or baked treat and have people donate to be invited to this cooking class.

6. VIRTUAL EXERCISE CHALLENGE: Have donors contribute to your page for every mile you walk in a week.

7. CRAFT-MAKING MASK DONATION: Break out the sewing machine, or Cricut to make masks to sell them for a donation to your Walk for KDC page.

8. TEACH A NEW HOBBY OR SKILL: Do you have a special skill? Offer an online class to teach others, or a one-on-one lesson for a donation!

9. FRONT-DOOR/STEP PHOTOS: People always want more family pictures- and now since most families are stuck at home, what a great time to get them done! Pre-schedule times with families then show up, have everyone go in front of their house, you stay 10 feet away and snap the pictures- then email the results for a donation to your Walk for KDC page.

10. SOCIAL MEDIA GARAGE SALE: Have you spent your time at home cleaning out your closets and playrooms? Post pictures of your items on your social media account with a link to your participant page for donations! Purchases can be delivered and/or available via your porch.
HOW TO RAISE $100 IN 10 DAYS:
• Put in your own $10 donation
• Ask your significant other for $10
• Start a work from home collection - $1 per Zoom Call, per day
• Ask a friend for $10
• Ask a relative for $10
• Ask a neighbor for $10
• Ask a co-worker for $10
• Ask another friend for $10
• Ask another relative for $10
• Ask another neighbor for $10

DID YOU KNOW?
Many companies offer matching gift programs? A corporate matching gift is a fabulous way to double a donation! Make sure your friends and family members check with their Human Resources Office to see if their gift can be matched.

STAY IN TOUCH:
Send motivational messages every week to keep your team members engaged and on track to meet their fundraising goals.

NEED HELP STARTING THE CONVERSATION?
Do you have a personal experience with KDC? Share it! Tell people how KDC has helped you and your family.

FUN KDC FACTS:
• KDC helps more than 10,000 kids, individuals and families every year
• KDC serves more than 160 communities throughout Central and Southeastern Massachusetts
• KDC a wide range of more than 10 different services, beginning before birth through to adulthood

ROCK YOUR VIRTUAL WALK:
Lead your team through an amazing event knowing your hard work is helping Kennedy-Donovan Center meet the needs of those within your community and we greatly appreciate your support!
WALK FOR KDC—FUNDRAISER INCENTIVE PROGRAM 2020

RAISE $150, get your official Walk for KDC t-shirt (kids and adult sizes)
*Meet goal by September 4 to get t-shirt by October 4

RAISE $500, get a Walk for KDC tote bag or kids’ sunglasses in addition to the official Walk t-shirt

RAISE $1,000, get a Walk for KDC water bottle or drawstring nylon bag in addition to previous items