Fundraising Toolkit for the Walk-a-thon for Understanding

Create Your Fundraising Page

Get Started: Set Up Your Fundraising Page:

- Go to https://go.rallyup.com/walkathonforunderstanding/Campaign/Details and scroll down and click on "sign up."
- You'll click "sign up" again and then click "register."
- Then fill out your information and click continue! Once you're signed up, there will button that says "visit fundraising page" that will take you to the page to share with family and friends.

Customize Your Fundraising Page: By default, Fundraising Pages are filled with images and text pulled from the main Campaign Page, but both text and images are editable. Participants can make edits to their own page. Teams can also have their own Fundraising Pages. Any Team member can edit their Team Fundraising Page.

- Go to rallyup.com and log into your account.
- Click on the circle with your initials in the upper right corner of the screen, then select My Account.
- Select the My Participants tab if you're looking for your Personal Fundraising Page, or the My Teams tab if you're looking for your Team Fundraising Page.
- Click on your name or your Team name, then select View Fundraising Page:
- Once you're on the Fundraising Page, click on the text or image you want to update (e.g., click on the title to change the title text; click on the banner image to change the image, etc.) Note: there is no "edit" button just simply click on the text to begin editing.
- After making your changes, click out of the area you just updated to save automatically.

Share With Friends:

You can share your RallyUp fundraising page through email and social media. Send posts to friends and family to encourage them to support this cause that is important to you!

Creative Fundraising

- **Walk with friends!** Do you want to fundraise as a team? Get a group of people together. The more people do this together, the easier it is to meet your fundraising goal.
- **Find a match!** Do you have someone in your life who might be willing to financially match your goal? Or a certain amount of your goal? Ask them. Having a matching gift always encourages people to make that extra stretch to meet your goal.
- **Share your story!** Send your fundraising link to your co-workers and neighbors and tell them why you want to support Interfaith Philadelphia. Some of these people might not have heard about our work and might be intrigued with why you value our work. *"People give to causes that people they care about care about."*
- **Bring Interfaith Philadelphia to your faith home!** Ask to do a presentation at your house of worship. Tell people that you will be walking on October 19th and encourage them to participate with you, or make a donation.
- **Represent your community!** Ask a group of people in your congregation to form a representative team. All fundraisers, including individuals, organizations, and congregations, will be listed on our RallyUp page.
- **Be goofy!** Create a fun or goofy challenge for your fundraising. In the past people have dressed in crazy clothes, dyed their hair, shaved their heads, etc. All of these fun ideas get people excited about the event and willing to give more, just to see you do something silly and fun.

Examples - Social Media Posts

Facebook:

- "On October 19th, I'm participating in the Walk-a-thon for Understanding to support Interfaith Philadelphia! I believe in a world where people of all faiths (or none) can come together with respect and curiosity. Help me reach my goal to walk [X laps/miles] and raise [$XXX] to support this incredible work: [insert link to your fundraising page]"
- "I'm walking on October 19th because I believe that understanding and compassion can change the world. Interfaith Philadelphia is doing the hard work of building bridges across differences — and I'm proud to support them. Donate to my fundraising goal here: [insert link to your fundraising page]"
- "I'm participating in the Walk-a-thon for Understanding because _____. Interfaith Philadelphia has impacted my life by _____, and I want to help them continue their work. Will you support my $XXX fundraising goal? [insert link to your fundraising page]"
- "I'm dedicating my Walk-a-thon for Understanding to _____. Their story has inspired me to walk [X laps/miles] and raise [$XXX] for Interfaith Philadelphia, an organization that builds bridges across differences. Will you help me honor them? [insert link to your fundraising page]"

Instagram:

- "Training for October 19th — walking for understanding, for connection, for a better future. 🌍 Interfaith Philadelphia is doing amazing work to bring people together, and I'm honored to support them. Help me hit my goal to walk [X laps/miles] and raise [$XXX]! [link in bio to donate] #WalkathonForUnderstanding #Fundraiser #InterfaithPhiladelphia"
- "Let's build a world where understanding is the norm. 🫱 I'm walking for Interfaith Philadelphia on October 19th to support their work of bringing people together across lines of difference. Help me reach my goal: [link in bio to donate]"
- "On October 19th, I'm walking for Interfaith Philadelphia because _____. Every dollar gets me closer to my $XXX goal and helps build a more connected community. Can you chip in? [link in bio to donate]"
- "Walking with _____ on October 19th for Interfaith Philadelphia! We believe in the power of community and understanding. Help us reach our fundraising goals [link in bio to donate]"

X (formerly Twitter):

- "What if understanding could change the world? On October 19th, I'm walking [X laps/miles] and raising [$XXX] for Interfaith Philadelphia — because I believe it can. Support my fundraiser: [insert link] #RideForUnderstanding"
- "Promise: if I hit $XXX, I'll [do something fun or wild]! 😄 Support my Walk-a-thon for Understanding and help Interfaith Philadelphia keep building connections: [insert link] #FundraisingChallenge"
- "I'm walking for Interfaith Philadelphia because _____. If I hit my $500 goal, I'll _____! Help me get there: [insert link] 🤲 #Fundraiser #InterfaithPhiladelphia"
- "I'm walking for Interfaith Philadelphia to celebrate _____. If I hit my $XXX goal, I'll share _____ as a thank-you! Support me here: [insert link] 🎉"

Examples - Email

Dear ==NAME==,

On Sunday, October 19, I'll be walking in Interfaith Philadelphia's Walk-a-Thon for Understanding, a fundraiser that supports the work of Interfaith Philadelphia. I am writing to you today to ask for your financial support in my walk.

Interfaith Philadelphia works daily to bring people together who are different from each other. These opportunities, whether in the workplace, at school, in the neighborhood, or in a congregation, give people a safe and welcoming environment to learn about different faith traditions. It also provides countless opportunities for people to check their own biases, learn about advocating for others, and develop leadership skills to implement changes within their own communities.

I am walking because I want to live in a world where hatred and suspicion are not linked with how someone prays or whether they pray at all. I am walking on October 19th because I want the children of our world to develop curiosity and kindness, rather than suspicion and hate. Please support my walk!

I've set a goal of [X laps/miles] and [fundraising goal $]. Would you be willing to support me by pledging [per lap or with a flat donation]? Every step I take will help bring people together across differences.

You can make a pledge here: [insert link] Every little bit counts.

Thank you so much for your support!

==NAME==