



Interfaith[®] Philadelphia

Fundraising Toolkit for the Walk for Understanding

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Create Your Fundraising Page

Get Started: Set Up Your Fundraising Page:

- Go to <https://www.interfaithphiladelphia.org/walk-for-understanding/>
- Click on "Register here"
- You will then have the option to choose to fundraise individually or to start a team.
- Click "Join as an Individual": create a username (your email) and password for the fundraising profile.
- Once you have logged into your account, you will fill out some contact information for your profile:

1. Why are you fundraising? (explain in a few personal words why you are helping support this fundraiser"

Anything of your choice, but one example can be:

"Hi, thanks for visiting my page! On October 18th, I am walking for Interfaith Philadelphia's Walk for Understanding, a walk-a-thon that supports the work and vision of Interfaith Philadelphia. I first got connected to Interfaith Philadelphia in YEAR through PROGRAM NAME/OTHER CONNECTION. Through Interfaith Philadelphia, I have LEARNED/GROWN _____. I'm riding at this event because I believe the Greater Philadelphia area needs more _____. Thank you for supporting my walk!!"

2. Add a profile photo: any photo of your choice.
3. Set a fundraiser goal – there is no minimum, so this is up to your personal discretion.
4. Pay the registration fee (\$35), and you are all set!

Share With Friends:

You can share your fundraiser through email and social media which is right on your fundraiser page under the caption "**Help me spread the word!**" 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 riding on October 18th 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 fundraising home 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 18th, I'm participating in the Walk for Understanding walk-a-thon 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 \$XXX goal to support this incredible work: [insert link to your fundraising page]"
- "I'm walking on October 18th 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 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 for Understanding to _____. Their story has inspired me to 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 18th— I am 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 \$XXX goal! [link in bio to donate] #WalkForUnderstanding #Fundraiser #InterfaithPhiladelphia"
- "Let's build a world where understanding is the norm. 🕊️ I'm walking for Interfaith Philadelphia on October 18th to support their work of bringing people together across lines of difference. Help me reach my goal: [link in bio to donate]"
- "On October 18th, 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 18th 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 18th, I'm walking to raise \$XXX for Interfaith Philadelphia — because I believe it can. Support my fundraiser: [insert link] #WalkForUnderstanding"
- "Promise: if I hit \$XXX, I'll [do something fun or wild]! 😊 Support my Walk for Understanding and help Interfaith Philadelphia keep building connections: [insert link] #FundraisingChallenge"
- "I'm walking for Interfaith Philadelphia because _____. If I hit my \$XXX 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 October 18th I am walking in the Walk for Understanding, a walk-a-thon 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 riding on October 18th because I want the children of our world to develop curiosity and kindness, rather than suspicion and hate. Please support my walk!

Click on this link: *insert link to your fundraising page* and donate to my walk. I have a goal of \$XXX! With your help, I'd love to surpass that goal. Every little bit counts.

Thank you so much for your support!

NAME