

The Cooley's Anemia Foundation  
**Care Walk 2019**

Fundraising Guide for Walkers and Captains



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## About CAF'S 9th Annual Care Walk

### What is Care Walk?

Care Walk is the Cooley's Anemia Foundation's annual fundraising event and opportunity to bring together the thalassemia community and its supporters around the country. Funds raised support medical research to fight thalassemia, a genetic blood disorder, as well as patient support services for thalassemia patients across the country.

### Organizing a Care Walk

Care Walk is unique because it offers you flexibility: you may participate in an existing Walk or you may start your own Walk. You determine what your Care Walk route will be and who is involved. Some walks take place around a lake or park and involve hundreds of people, and others take place in more intimate locations like neighborhoods with individual families. It is completely up to you! The national Care Walk date is May 5, 2019, but some walks will be scheduled on a different date because of weather, etc.

### When is Care Walk?

The national Care Walk date is **May 5, 2019**. If you are not able to host a Care walk on May 5, feel free to schedule it on the day that works best for you and your community.

### When does Care Walk officially launch?

Care Walk officially launches on January 11, 2019. However, we recommend early team registration. This will give you more time to customize your team page with your story and to set the date and time for your walk. The earlier you start, the sooner you can invite people to join and the more you can raise! Plus... register your team by December 31 and receive a Care Walk Captain baseball cap!

### Where can I send donations?

Please mail checks to Cooley's Anemia Foundation, 330 Seventh Avenue, Suite 200, New York, NY 10001.

### Who can I contact for help with organizing my Walk?

Email Mary at [mary@thalassemia.org](mailto:mary@thalassemia.org) with any questions. She can help you plan your event and answer questions you might have.

# The Cooley's Anemia Foundation Care Walk 2019

## Getting Started

### Registration

Begin by visiting [www.bit.ly/carewalk2019](http://www.bit.ly/carewalk2019). You will be able to join an existing team, create your own team, or participate as an individual. After you create your page, it's time to let your friends, families, workers, colleagues and everyone else know that YOU are Care Walking for thalassemia!

### Set a Fundraising Goal

We request that individuals set \$100 as the minimum amount that they seek to raise, and that teams set \$500 as their minimum.

### Customize Your Fundraising Page

Tell your story! When you tell people your story, you help them understand the cause and they will be more compelled to support with a donation. Include photos and share where the money goes and how it helps. This will inspire people even more to donate.

### Identify your supporters. Start with those most likely to give a donation!

Get your network involved! Start with the people closest to you who might be most likely to donate. Send emails from your customized Walk page to ask for support. Use the "Who Do You Know" page to build your list and get started. Remember, people who you might never have guessed would support you could end up surprising you with a donation! So don't underestimate your network—just ask!

### Make a personal donation to your fundraising page!

Lead by example! People are much more likely to give if they see that you support your own cause. It can be any amount, but remember that your donation sets the bar. If you'd like to see your donors give \$50, start by making a \$50 donation yourself.

### How to Ask?

Making the ASK is the first priority and often the hardest thing to do. ASK people to join your team. ASK them to donate to the Walk. Your inner circle will most likely be happy to support your efforts. Then ASK casual acquaintances, people from work or school, local companies and organizations. The truth is, many people will support you simply because you ask!

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## Who do you know?

The most successful Care Walk fundraisers are those who aren't afraid to ask friends and family for support. They will want to help you because CAF matters to you. Use the list below to start identifying your supporters.

### Make a Phone Call to:

- Parents
- Sisters
- Brothers
- Aunts/Uncles
- Cousins
- Children
- Nieces/Nephews
- Grandparents

### Send an Email to:

- Dentist
- Doctor
- Babysitter
- Attorney
- Physical Therapist
- Accountant
- Financial Manager

### Drop off a Letter to:

- Drycleaner
- Hair Stylist
- Pet Groomer/Vet
- School
- Manicurist
- Supermarket
- Gym

### Others you might call or email:

- College Friends
- High School Friends
- Facebook Friends
- Children's Friends
- Children's Teachers
- Neighbors
- Parents' Friends
- Co-Workers

### Strike up a conversation with people from:

- Work
- School
- Gym
- Childcare
- Place of Worship
- Favorite Restaurant
- Coffee House

### Don't forget:

- Start off with your own personal donation!

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## Make a Plan

Set a fundraising goal and then create a plan to help you get there. Here are some suggestions.

### Raise \$250

<input type="checkbox"/> Ask 4 relatives for \$25 each	\$100
<input type="checkbox"/> Ask 5 friends for \$10 each	\$50
<input type="checkbox"/> Ask 3 co-workers or neighbors for \$10 each	\$30
<input type="checkbox"/> Sponsor yourself!	\$25
<b>Total</b>	<b>\$250</b>

### Raise \$500

Email Campaign: Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member.	
<b>Total</b>	<b>\$500</b>

### Raise \$1,000

<input type="checkbox"/> Email Campaign: Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member.	\$500
<input type="checkbox"/> Partner with a Vendor: Work with a vendor (i.e. Mary Kay, Stella & Dot) to host a party at your home. Ask for 20% of the sales to come back to Cooley's Anemia Foundation.	\$300
<input type="checkbox"/> Casual for a Cause: Host a dress down day at your office – charge \$5 to participate.	\$100
<input type="checkbox"/> Community Event: Host an event like a basketball tournament, garage sale, car wash, etc.	\$100
<b>Total</b>	<b>\$1,000</b>



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## Fundraising Ideas

Fundraising can be a lot of fun and there are many easy ways to raise money. We want you to enjoy your experience so we've provided a few additional ideas to enhance your efforts! Some of these ideas are quick and easy, some might take more time, but they will all be worth the investment you make! Feel free to get creative.

### Host a Yard Sale

Clear out the clutter and stuff that you no longer need and host a yard sale! Ask your neighbors to get involved by donating items to sale at your event. Be sure to let everyone know that the proceeds benefit the Cooley's Anemia Foundation.

### Coordinate a "Dress Down Day"

At your office, ask colleagues to donate \$5 to your fundraising efforts and then as a reward work with HR to ensure that everyone who donates can dress casually on the designated day!

### Corporate Matching Gifts

Corporations will often match gifts given to you by employees. This is a great way to double or triple your fundraising efforts. Contact your HR Department for more information. Ask each donor if their company matches charitable donations.

### Spaghetti Dinner or Potluck

Host a spaghetti dinner or potluck in conjunction with your school, work, and faith-based or neighborhood organization. Don't forget to put out a donation jar for those who stop by and don't purchase anything.

### Go Greek

Contact your local sorority/fraternity chapter and tell them that you are an alum (we're assuming you'll have to prove this with some sort of secret handshake). Ask them if they would do one of their philanthropy/charity events for your cause. Or just ask them for help doing volunteer work for your event (have them bake cookies for your bake sale, for example.)



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## Concession Stand Take-Over

Many sports venues and high school stadiums allow groups to work the concession stand to raise funds for charity. Look into the arenas near you. Or, if your child's little league does not have a concession stand, ask if you can sell water and treats!

## Restaurant Night

If you have contacts at a local restaurant or bar, or even if you are just a frequent customer, see if they would let you plan an event. Maybe they donate a certain percentage of their sales, maybe their tips, or you could organize a celebrity bartending night.

## Use your passion!

Host a clothing or book swap. Baby sit. Pet sit. Proofread and edit resumes. Make cakes or cupcakes. Anything goes and can be turned into a powerful fundraiser!

Once your event has concluded remember to use the Offline Donations form to submit your donations. If you have any questions, contact Mary at [mary@thalassemia.org](mailto:mary@thalassemia.org)