



Ready?

WESLEY

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**Your Movember
Walk-a-Thon
Fundraising Guide**

<https://givebutter.com/movember2022>





Step 1



Join your grade team!

Here's how:

- Click the white button below the image on the main fundraising page that says, "Join a Team";
- Complete the required information based on your or your parents' contact information (whoever will be managing the page);
- Once you've joined your grade team, you can customize your profile and add your personal story for supporting Wesley.

<https://givebutter.com/movember2022>



Move!



Step 2

Creating YOUR story!

- Your story is what will compel donors to give;
- When creating your story, we encourage you to think about your *Why for Wesley* - what does Wesley mean to you and your education? How has the Wesley community shaped who you are? Is there a certain teacher you want to honor through your fundraising - tell your donors!
- You can add photos, videos, links, etc. to your personalized fundraising page - have fun with it!

<https://givebutter.com/movember2022>





Step 3

Share Your Story

- Now that you've set up your page, share it far and wide!
- You can share through social media, texting people, and email;
- People need reminders to donate, so we recommend sharing your request multiple times - think of the reminder messages as your gift to your donors because we all need reminders!
- Update your page with pics, videos, and messages throughout the campaign to increase engagement and make it fresh.

<https://givebutter.com/movember2022>





*Thank
you!*

Step 4

Thank Donors!

- The final step in the process is to thank your donors after the event;
- Let them know how you did at the walk-a-thon by sharing some event-day photos or your accomplishments;
- Thank them for their support of you and your school!

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Step 4:

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Ways to Donate to *Movember*



Scan the QR code

Text MOVEMBER to 53-555

Visit the [fundraising page](#)

and click the

Support My School button

Support My School





Sample Language for your Personalized Donation Page



Friends and family,

On Saturday, December 6, I will walk at Wesley's Movember Walk-a-Thon to help raise funds to support the school. Wesley is important to my family and me because it is my home away from home. The Wesley community offers me a quality public education and a safe space to grow into myself, all while being surrounded by people who are invested in my success.

As part of the Movember Walk-a-Thon, I am working to raise \$250 between now and December 6 in support of the school I love, Wesley.

*To help me reach my goal of \$250, **will you support my school and me by making a tax-deductible donation?***

Thank you!

Mindy

[Click here to view](#)





Who to ask to support you?

- Your family
- Friends
- Colleagues
- Neighbors
- Healthcare providers
- The person behind the counter at your favorite restaurant or coffee shop
- Anyone you know who supports you or the importance of a quality education





We are here to help you!

If you need assistance with the fundraising platform, fundraising ideas, or anything else - we are here to help!

For support, please contact Mindy at mindy.schweitzer@wesleyacademy.org or
Caroline at caroline.egan@wesleyacademy.org

