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Toolkit

2022

[Click here to donate or create your fundraising page!](#)

Thank you for checking out the Walk for nourish.NJ Toolkit!

The contents within this toolkit contain everything you need to know about the Walk for nourish.NJ fundraiser, and includes detailed instructions, helpful tips, and free marketing and event resources to make your fundraising as easy and successful as possible!

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About the Walk for nourish.NJ: Why We Walk

For a growing number of Morris County residents, who are living at or below the poverty line, increased prices due to inflation are devastating. A few extra dollars for living essentials forces households to make difficult choices fulfilling their basic needs.

With costs of living on the rise, and a greater than thirty percent increase in guests working with nourish.NJ, we know that the need for our offerings is increasingly urgent, and we need your help to sustain them.

You can help by getting involved in the Walk for nourish.NJ fundraiser, which will create revenue necessary to sustain and increase accessibility to the resources our guests can use to thrive. These resources include fresh, daily meals, Free Farmers Markets, case management services, employment, mental health and physical health programs, vocational training, and additional programs for anyone who seeks them, free of charge, no questions asked.



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Ways to Support the Walk for nourish.NJ

- Create your own individual or team fundraising page and take part in peer-to-peer fundraising. (See Pages 5 - 8 of this toolkit to learn how and make sure to check out the Peer-to-Peer Made Easy document, located in the downloadable resources that can be accessed [here.](#))
- Donate to the Walk for nourish.NJ by making a donation on the main page [here](#), or **donate to a team or individual fundraising page by scrolling down on the team or individual fundraising page (not the main page) and using the donation portal directly on the individual or team fundraising page.**
- Purchase Walk for nourish.NJ apparel, which you can access [here](#).
- Spread the Word!
 - Follow nourish.NJ on Instagram (**@nourish.nj**) and Facebook (**@nourish.NJ**) and share our Walk for nourish.NJ social media posts on your social media story.
 - Forward our Walk for nourish.NJ emails to your peers! Not on our email list? Click [here](#) to subscribe for Walk for nourish.NJ information and much more!
 - Post about the Walk for nourish.NJ on your social media using the **#walkfornourish** . Feel free to use our pre-made social media posts, which you can access in the Walk for nourish.NJ Fundraising, Marketing & Event Materials Download [here](#).
 - Send an email to your friends and family about the Walk for nourish.NJ. Feel free to use our pre-written email samples, which you can access in the Walk for nourish.NJ Fundraising, Marketing & Event Materials Download [here](#).
 - Know someone who is fundraising for the Walk for nourish.NJ as an individual or with a team? Share their fundraising page link with your peers by posting it on social media or sending it out via email.

How Fundraising and Walking Works

Fundraising for the Walk for nourish.NJ is a fun, powerful and educational opportunity for adults, children, teens, families, congregations, clubs, students, fraternities, sororities, corporate teams, scout troops, sports teams, and more to fight the impact inflation is making on hunger, homelessness and poverty in Morris County, all while engaging with the mission of nourish.NJ.

Individuals and teams can fundraise for the Walk for nourish.NJ by creating their own fundraising page ([see instructions on page 5 - 8](#)) and sharing their page link with as many peers as possible. In addition to sharing fundraising page links via email, text and/or social media, individual and team fundraisers can use our free marketing materials, or create their own, to post about their fundraiser and attract more donors. Make sure to post with the **#walkfornourish** !

The more fundraising page links are shared, the more donations your fundraiser will receive. The more donations your fundraiser receives, the greater impact nourish.NJ will be able to make in sustaining and increasing access to urgently needed resources in our community. Remember, every dollar counts!

In addition to fundraising, participants in the Walk for nourish.NJ will choose a day between October 8th-23rd, 2022 to walk for a chosen duration at a location of their choice. Participants can walk from wherever they'd like, so long as they have permission, whether it be at a local park, hiking trail, office campus, school yard, or even around their block! At some point before or during their walk, participants are encouraged to view a special video from nourish.NJ, which can be accessed [here](#), share commentary and insights, and answer the discussion questions included in the Helpful Resources download on page 9. The purpose of this activity is to allow participants to gain a better understanding of the realities of hunger, homelessness and poverty, and the impact their fundraising makes in creating lasting solutions to these issues.

Fundraising Incentives

By fundraising and showing support for the Walk for nourish.NJ, all individual and team fundraisers are automatically eligible for the Walk for nourish.NJ Awards. All funds raised during the campaign count, regardless of when you walk! We will announce the winners publicly and distribute prizes in early November, 2022. Check out the award categories and prizes below!

Highest Total Amount Raised by an Individual: This award goes to the individual who raises the most money through their personal fundraising page. The winner will receive a gift card, a customized certificate and social media shoutout.

Highest Number of Supporters: This award goes to the individual who has the greatest number of people who donated to their personal fundraising page. The winner will receive a gift card, a customized certificate and a social media shoutout.

Highest Total Amount Raised by a Team: This award goes to the team that raises the most money through their fundraising page. The winning team will receive a social media shoutout and a customized certificate.

Individual Who Posts the Most: This award goes to the individual who posts the most about the Walk for nourish.NJ on their social media using the **#walkfornourish**. The winner will receive a customized certificate and social media shoutout.

Create your Own Walk for nourish.NJ Fundraiser

Create an Individual Fundraising Page

1. Visit <http://weblink.donorperfect.com/nourishNJ/WalkfornourishNJ2022>
2. Click on the "Create my own fundraising page!" button.
3. After signing up for your own fundraising page (also known as "crowdfunding page") by entering your name and email address in the form, click "Create my page". You will receive two emails in the inbox of the email address you entered in the form. They will both come from info@nourishnj.org.
4. Go to your inbox and open the email with the subject heading "Personalize your Crowdfunding page- do not share link." Then click the button at the bottom of the email that says "Personalize my page!"
5. After clicking this button, you will be re-directed to your fundraising page. You can use the pencil icon to change your personal fundraising goal if you'd like.
6. Scroll beneath the Walk for nourish.NJ logo on your page, there will be a text box that you can use to share why you are fundraising, why the cause matters to you, and more. We've included pre-written text in the box for your convenience, but encourage you to customize this text and make it your own!
7. Once you are done customizing your page, hit the button that says "Save and Publish" on the bottom of the page. You will then be prompted to open the second email sent to your inbox when you initially registered your fundraiser, with the subject line "Support My Fundraising Effort".

Create your Own Walk for nourish.NJ Fundraiser

Create an Individual Fundraising Page (Continued)

8. Locate the second email in your inbox from info@nourishnj.org with the subject line "Support My Fundraising Effort." Open the email, click "Forward", and add as many recipients as you can! Before clicking send, make sure to delete the heading that reads "Forward this message to your family and friends!(Delete this reminder first.)".

9. Fill out our digital media-release agreement **here**. (Please note, this form gives participants the option to agree or disagree to the terms outlined within.)

10. Share, share, share your fundraising page link with as many people as you can!

To make your peer-to-peer fundraising as easy as possible, we've included a Peer-to-Peer Fundraising Made Easy guide, and tons of free marketing & event Materials, which can be accessed on page 9 of this toolkit. Happy fundraising!

To Create a Team Fundraising Page:

1. Select one representative from your team that will create the fundraising page and be considered the Team Captain.

2. The Team Captain will visit <http://weblink.donorperfect.com/nourishNJ/WalkfornourishNJ2022>

3. Click on the "Create my own fundraising page!" button.

Create your Own Walk for nourish.NJ Fundraiser

Create a Team Fundraising Page (Continued)

- 4.**After signing up for your own fundraising page (also known as “crowdfunding page”) by entering your name and email address in the form, click “Create my page”. You will receive two emails in the inbox of the email address you entered in the form. They will both come from info@nourishnj.org.
- 5.**Go to your inbox and open the email with the subject heading “Personalize your Crowdfunding page- do not share link.” Then click the button at the bottom of the email that says “Personalize my page!”
- 6.**After clicking this button, you will be re-directed to your fundraising page. The Team Captain creating the page will select the pencil icon next to their name. Then, they will change the page name from their name to the selected team name. Please make sure the word “Team” is included in the selected team name. The Team Captain can use the pencil icon to change the team’s fundraising goal if they’d like.
- 7.**Scroll beneath the Walk for nourish.NJ logo on your page, there will be a text box that you can use to share why your team is fundraising, why the cause matters to your team, and more! We’ve included pre-written text in the box for your convenience, but encourage you to customize this text and make it your own! Please make sure to include the name and email of the Team Captain in the bottom of the text box.
- 8.**Once you are done customizing your page, hit the button that says “Save and Publish” on the bottom of the page. You will then be prompted to open the second email sent to your inbox when you initially registered your fundraiser, with the subject line “Support My Fundraising Effort”.
- 9.**Locate the second email in your inbox from info@nourishnj.org with the subject line “Support My Fundraising Effort.” Then, forward this email to the rest of your team so that they can forward it to their peers.

Create your Own Walk for nourish.NJ Fundraiser

Create a Team Fundraising Page (Continued)

10.All team members, including the Team Captain, will open the email, click "Forward" and add as many recipients as they can! Before clicking send, make sure to delete the heading that reads "Forward this message to your family and friends!(Delete this reminder first.)". Additionally, make sure to type your name beneath the line that says "Thanks for your help,". Feel free to customize the email as you wish before sending!

11.Team Captains, please fill out our digital media-release agreement [here](#), and have your team members do the same. (Please note, this form gives participants the option to agree or disagree to the terms outlined within.)

12.All team members, including the Team Captain -- share, share, share your fundraising page link with as many people as you can!

To make your peer-to-peer fundraising as easy as possible, we've included a Peer-to-Peer Fundraising Made Easy guide, and tons of free marketing & event Materials, which can be accessed on page 9 of this toolkit. Happy fundraising!

Track Your Individual or Team Fundraiser

You can easily track the progress of your individual or team fundraiser by visiting your individual or team fundraising page. See the total raised by you or your team in the fundraising bar on your page, which is updated in real time. View who has recently donated to your page by clicking the supporters list under "Thank You For Your Support." **If you do not see the donation you are looking for, it is likely because only the most recent donations are shown at a given time, and they are updated in real-time. Cash and check donations are entered manually and will likely not appear in the recent donations category due to manual processing time.** To see how your individual or team fundraiser compares to other individual or team fundraisers, visit the Walk for nourish.NJ main page [here](#) and click on the "Top Fundraisers" tab beside the Walk for nourish.NJ logo.

Helpful Resources

Walk for nourish.NJ Fundraising, Marketing & Event Materials Free Download (Click Here)

- Peer-to-Peer Fundraising Made Easy
- Youth Community Service Letter
- Social media graphics
- Peer-to-Peer email templates
- Walk for nourish.NJ flyers
- Walk for nourish.NJ website banner
- Walk for nourish.NJ Facebook cover photo
- Walk for nourish.NJ logo files
- Walk for nourish.NJ lawns sign template
- Walking Day Discussion Questions & Video Link

Helpful Links

- [Link to donate to Walk for nourish.NJ or create a fundraising page](#)
- [Link to purchase Walk for nourish.NJ apparel](#)
- [Link to Walking Day video](#)
- [Link to Vistaprint printing service for marketing materials](#)
- [Link to eventbrite, a free platform to plan your Walk event](#)

Would you like a nourish.NJ staff member to attend your walk?

Please email nancy@nourishnj.org.

Thank you for taking part in the Walk for nourish.NJ!