

WESLEY
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Ready?



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.

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*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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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

A stylized illustration of a web browser window with a dark blue border. The window has three circular window control buttons (minimize, maximize, close) in the top left corner. The main content area is white and contains a sample donation page. On the right side of the window, there is a vertical sidebar with a light beige background. It features an upward-pointing arrow icon at the top and a downward-pointing arrow icon at the bottom. The title of the page is "Sample Language for your Personalized Donation Page".

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

