

QCP's Footsteps for Progress

5K RUN * WALK * ROLL *

FUNDRAISING TOOLKIT



FOOTSTEPS *for* PROGRESS

Queens Centers for Progress

Hosted by:



In Association with:



A 5K Run/Walk/Roll fundraising event to benefit individuals with intellectual and developmental disabilities in Queens.



Thank You for being part of the QCP family and registering for Footsteps for Progress



Your commitment to adults and children with intellectual and developmental disabilities is admirable and we are grateful to have you fundraising for Queens Centers for Progress. Remember, 100% of what you raise will help provide life-changing and life-sustaining programs and activities at QCP to help our participants *live their best lives*, so fundraise early and fundraise often!

This guide will help you achieve and surpass your fundraising goals. Here are the 8 steps we will highlight in depth in this guide to help you take your fundraising to the next level:

1 TELL YOUR STORY

Customize your profile and share why you Walk/Run for QCP

2 GENERATE A TARGETED DONOR LIST

Ask those you know personally and want to get involved to support your Walk/Run

3 GET SOCIAL

Connect your Facebook, Twitter and Instagram networks

4 HOST A FUNDRAISER

Host a happy hour, trivia night, garage sale, or bake sale - every dollar counts!

5 BE CREATIVE

Think outside the box! There are SO many ways to fundraise

6 UTILIZE MATCHING GIFTS

Does your employer match donations?

7 EARN AN INCENTIVE

Setting a goal is a great way to frame your ask ... you may earn exclusive QCP benefits!

8 ALWAYS SAY THANK YOU

Just like mom taught you, ALWAYS say "thanks!"



1 TELL YOUR STORY

The single most important thing you can do is customize your Footsteps for Progress fundraising profile. Telling your story to your potential donors will paint a picture for them and help them realize why this QCP is so close to your heart. Donors are much more likely to give if they know you are invested in the mission of providing supports and services to adults and children with intellectual and developmental disabilities.

To personalize your profile try these easy steps:

UPDATE YOUR PROFILE AND COVER PICTURES

Our new Peer-to-Peer fundraising platform (QGiv) allows for you to upload a profile picture, as well as other photos that can be viewed in your gallery. Login to your profile and click on the small camera image on your profile and cover photos to upload a new image. Use a photo of yourself walking/running, or a picture of the person you are walking/running for.

UPDATE WHY YOU WALK/RUN FOR QCP

Login in to your profile and use the “**Why you should help support Queens Centers for Progress**” section to write your personal narrative. Include **your personal connection to QCP** and perhaps **tell a story** about a day or event specifically. If you walk/run for loved ones, **tell us who they are and a little about them. Get personal.** We all have a reason we are supporting individuals in the IDD community, this is the place to share yours.

SET A GOAL

The goal on your profile reflects your fundraising commitment for Footsteps for Progress. **Consider upping your goal**, which you can do anytime when logged into your profile. Striving for an incentive level not only shows your donors you mean business, but also earns you some well deserved perks.



WRITE A LETTER

One of the most effective ways to raise funds is to send a solicitation email or letter. If you are genuine and explain why you are participating in Footsteps for Progress, your friends and family members will be happy to support your efforts. Below is a **SAMPLE LETTER** to get you started! Make sure to add the link to your fundraiser profile with instructions on how to make a contribution.

Dear **Name**,

I'm happy to share with you that I have joined Queens Centers for Progress to help raise awareness about their agency that provides supports and services to adults and children with intellectual and developmental disabilities in Queens communities. I will be **walking/running** in their annual Footsteps for Progress 5K Run/Walk/Roll on April 13, 2024! I am **walking/running** in honor of **insert names of those you are honoring and any other personal details about their stories**.

Please help me in this journey by donating to my **walk/run efforts**. Through their high quality and comprehensive programs, ranging from nursery school to placing individuals in fulfilling jobs, it is clear that QCP promotes the independence of the people they serve and provide them with the resources they need to **live their best lives!** Together, with our help, QCP can continue their important mission to improve the quality of life of those they serve.

My goal this year is **insert goal**. Please donate what you can here: **Include a link to your profile**.

Thank you for your support!

Sincerely,
Name



GENERATE A TARGETED DONOR LIST

We all have a network of potential donors available to us - start by making a list! Consider including:

- Your friends & family
- Current and former colleagues
- Neighbors
- Your contacts through your church or religious institution
- Classmates or former classmates and teachers
- Contacts within the cancer treatment community
- Anyone who considers you their client:
 - Your real estate agent
 - Your lawyer
 - Your barber/hair stylist
 - Your trainer or fitness instructor
 - Your doctor, chiropractor or masseuse
 - Local business you frequent



HOW TO RAISE DONATIONS IN 10 DAYS

Now that you've updated your profile and photos and created a targeted donor list, it's time to make your ask. Make sure to add the link to your profile and instructions on how to make a contribution when asking for donations via letter, email or social media.

Try this plan to raise donations in 10 days by asking those close to you for support.

		Fundraising Goal:	Fundraising Goal:
		\$500	\$1,000
DAY 1	<i>Ask two (2) local businesses you frequent for \$25 or \$100 each</i>	\$50	\$100
DAY 2	<i>Ask your significant other for \$100</i>	\$150	\$200
DAY 3	<i>Ask a sibling for \$50</i>	\$200	\$250
DAY 4	<i>Ask six (6) close friends for \$10 or \$25 each</i>	\$260	\$400
DAY 5	<i>Ask five (5) social media friends for \$10 or \$25 each</i>	\$310	\$525
DAY 6	<i>Ask two (2) neighbors for \$10 or \$25 each</i>	\$330	\$575
DAY 7	<i>Ask four (4) relatives for \$25 or \$50 each</i>	\$430	\$775
DAY 8	<i>Ask your boss for \$50 or \$100</i>	\$480	\$875
DAY 9	<i>Ask four (4) coworkers for \$10 or \$25 each</i>	\$520	\$975
DAY 10	<i>Ask a former teacher or mentor for \$25</i>	\$545	\$1000





3 GET SOCIAL

One way to reach a broad audience is to post a link to your profile on social media and ask your friends/family to make a small donation. You can do this several times throughout the fundraising season.

SOCIAL MEDIA TIPS:

- **Make it personal.** Create a short video telling your story and why supporting QCP and individuals in the IDD community is important to you and post it to your social media feeds. Include photos of loved ones and tell your community why their support is crucial.
- **Update your cover and profile pictures.**
- **Tag us.** Make sure to tag @QueensCP on Facebook, X (formerly Twitter) and Instagram so we know you have posted about us, and can share and comment.
- **Keep us updated.** As you prepare/train for your participation in Footsteps for Progress, keep your community up to date on your progress. Use big training milestones to ask your circles for donations!

HASHTAGS:

Are a great way to make your posts searchable and relevant in a sea of tweets and posts! Include our hashtags on your social media efforts:

#QueensCP #QCP #FootstepsForProgress #5K #RunWalkRoll #QueensCommunity #IDDCommunity

SAMPLE POSTS:

I'm walking/running in @QueensCP Footsteps for Progress 5K Run/Walk/Roll on 4/13/24. I will be walking/running for to help raise funds and awareness for adults and children with intellectual/developmental disabilities in Queens. Please help me and my team make a difference - every dollar counts! <insert fundraising link>

On 4/13/24 I will be walking/running in @QueensCP Footsteps for Progress. QCP provides supports & services to IDD individuals in our community, and they have BIG goals this year. Help me raise awareness for this incredible agency: <insert profile link>

SAMPLE TWEETS:

I'm registered to walk/run in @QueensCP Footsteps for Progress on 4/13! Support me in my efforts to raise awareness <insert fundraising link>

Training starts today for my @QueensCP walk/run on 4/13! Let's make a difference for the #IDDCommunity! <insert fundraising link>

Just received my 1st donation for my @QueensCP Footsteps for Progress Walk/Run - thank you! Excited to walk/run for #IDDCommunity on 4/13 <insert fundraising link>



4 HOST A FUNDRAISER

TRY THESE CREATIVE WAYS TO FUNDRAISE

CORPORATE TEAM FUNDRAISING

Citywide Casual Day: Participate in a casual dress down day and allow employees to dress down or wear jeans for a donation (typically \$5) to your team.

Parking Spot Raffle: Raffle off the best parking spot (for a week or month).

Run Free Day: Offer a day off to anyone who registers for the team or makes a donation (over a set amount) to the team.

Department Challenge: Challenge inter-office departments to see who can raise the most amount of money in a week. The winning department gets free lunch.

Coin War: Place jars in the office for “extra change” and have departments compete to raise the most money.

50/50 Drawing: Sell tickets and the winner gets half of the money received while you get the other half.

Cafeteria Sales: Ask your corporate dining facility to donate a portion of sales, or proceeds from all cookie sales to your team.

COMMUNITY TEAM FUNDRAISING

Dinner for the Cause: Ask a local restaurant if they will donate a percentage of sales (for a specific night/day) to your team.

Throw a Party: Host a party or BBQ at your house. Invite friends, family and your team. Charge a cover to be donated to your team. Have a raffle item and sell tickets too!

Garage Sale: Gather your old stuff and have a garage sale — donate the proceeds to your team.

Poker/Trivia Night: Throw a poker party or trivia night at your house or community center. Give half the pot to the winner and the other half to your team.

Organize a Workout Class: Ask your favorite instructor to donate their time to teach a class at your gym. Request donations for the class.



5 BE CREATIVE

In addition to your basic fundraising events, try something unconventional. The more creative you get, the more potential you have to meet and exceed your fundraising goal! Try one of these “outside the box” fundraising methods:

- **MILESTONES:** Tell friends and family in lieu of gifts for your birthday, graduation, anniversary or other special event, you would like donations to your fundraising efforts.
- **SHARE YOUR TALENTS:** Host a cooking, beer-making or knitting class (or whatever other unique talent you have!) to a group of friends and neighbors for a small fee.
- **OPENING DAY PARTY:** Who isn't excited for Opening Day baseball? Host a party, serve donated food and beverages, and charge admission for friends and family to come and enjoy the games. Bonus: Hold a corn hole or washers tournament and charge an entry fee for additional donations.
- **NEIGHBORHOOD CAR WASH:** It's time to wash all that grime off our cars ... why not hold a car wash? \$10 per car will add up fast.
- **BAKE SALE:** Enlist your friends and neighbors to hold a bake sale, and ask that all proceeds be donated to your fundraising efforts.
- **SHOVEL SNOW/MOW LAWNS:** Whether it is cold outside or summer has arrived, there is opportunity to ask for donations in exchange for helping friends or neighbors with shoveling snow or yard work.
- **CHAUFFEUR A FRIEND:** Spend a Saturday night shuttling friends out for the night and back, and ask for donations in exchange for a ride.
- **BLOCK PARTY:** Close off your street (with your neighborhood's permission) and rally your friends and neighbors to host a block party with proceeds benefitting your team.
- **SHARE YOUR EXPERIENCE:** Post photos/video of walk/run day on your social media accounts and give donors insight into your experience. You can even “go live” during the most challenging part of your walk/run and ask for donations.



6 UTILIZE MATCHING GIFTS

Many companies have a matching gift program that will **match donations dollar-for-dollar** and some will even **triple** the amount of your gift! Check with your company and ask your donors to do the same.

Whom do I speak to at my company about this? Normally your HR representative will be able to direct you to the company's intranet or the paperwork and will be able to walk you through the process.

What will I need to submit my request? You will need the tax receipt you received from Queens Centers for Progress. If your company requires 501(c)(3) status, email scaruana@queenscp.org for that document.

How long does this process take? Many companies review requests on a quarterly basis, and six–eight weeks is a normal payout schedule ONCE approved. Ask your HR rep for the payout schedule.

Here are some companies that will match your donation. Please note this is not a complete list, and it is best to check with your HR representative to see if your company matches donations.

AIG	Cigna	Goldman Sachs	Northwestern Mutual
AAA	Cooper Industries	Grainger	New Balance
Abbott	Covidien	Home Depot	Novus
Alagasco	Dell	IBM	NVIDIA
AMGEN	Duke Energy	Illinois Tool Works	Pfizer
American Express	Elsevier	Jewish Federation	Phillips 66
AON	Energizer	Johnson & Johnson	Piper Jaffrey
Apple	Equifax	Kimberly Clark	PNC Financial
Automatic Data Processing	Erie Insurance	KPMG	Quest Diagnostics
Bank of America	Exelon	Leo Burnett Foundation	Sale Force Foundation
Battelle	First Weber Group	Macy's	Schneider Electric
BMO Harris Bank	First Tennessee	Mallinckrodt	Takeda
Boeing	FM Global	MasterCard	Thomson Reuters
CA Technologies	Freddie Mac	Merck	Tower Watson
Cardinal Investment Advisors	Gannett	Microsoft	UBS
Certara	GE	Monsanto	U.S. Bancorp
Chevron	GlaxoSmithKline	Morgan Stanley	Verizon
			Wells Fargo

7 EARN AN INCENTIVE

Strive for an incentive level and amplify your impact! Setting a lofty fundraising goal will not only motivate you to work harder at raising funds but it shows your potential donors that you are “all in.”

You deserve to be rewarded! Although raising funds for Queens Centers for Progress will already leave you feeling warm and fuzzy inside, we think our top fundraisers deserve a little recognition. Along with all the positive vibes, you will receive exclusive QCP perks for taking your fundraising to the next level.



Level #1: \$250-\$499

Receive a QCP customized 15 oz., stainless steel travel mug. This is the perfect mug for hitting the road and enjoying your favorite pick-me-up on the go. The travel mug features a durable double-wall, plastic thumb-slide lid, and vacuum insulation.



Level #2: \$500-\$999

Keep warm in this QCP customized hooded sweatshirt. Made out of a cotton/polyester blend, and featuring a Kangaroo pocket, you will be comfy and cozy on your morning walks or runs; or for those days you want to lounge around the house.



Level #3: \$1000+

Unpredictable weather? No problem! Keep wind and rain at bay with this QCP customized lightweight zip jacket. This stylish jacket is made out of 100% polyester and features a zip-through cadet collar with chin guard and open front pockets



8 ALWAYS SAY THANK YOU

Taking the time to say thank you to your donors is one of the most important things you can do. Not only does it affirm your donors' good deeds, but feeling appreciated sets the stage for future giving (think Footsteps for Progress 2024!) Write an email - or better yet a handwritten note expressing your gratitude for their generosity.

- **CONSIDER DOING A POST-EVENT THANK YOU CARD WITH A PHOTO!**
- **DON'T FORGET TO GIVE A SHOUT OUT VIA SOCIAL MEDIA!**

Sample post:

Thank you to all my incredible friends and family who donated to my walk/run in @QueensCP Footsteps for Progress 5K Run/Walk/Roll on April 13th. I raised \$XXX, 100% of which will help QCP continue to provide life-changing programs to the adults and children they serve on a daily basis. #QueensCP #FootstepsForProgress #IDDCCommunity





**YOU CAN MAKE A DIFFERENCE IN
THE LIVES OF PEOPLE WITH
DEVELOPMENTAL DISABILITIES**



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