



Ending homelessness
Rebuilding lives

FRIENDSHIP PLACE WALK TO END HOMELESSNESS

*Ready. Set.
Walk!*

Lincoln Memorial

Saturday
April 27, 2024



2024 Fundraising Guide

Thank you for registering for the 2024 Friendship Place Walk to End Homelessness! This is an exciting opportunity for you to make a real impact in your community.

I'm writing to you today because we wanted to share some ideas on how you can begin hosting fundraising events in your community. Fundraising is an important part of our Walk, and with your leadership, you can make a real difference in the success of your fundraising goals.

Inside this guide you'll find:

- Tips for Fundraising
- Walk Day Preparation
- Agenda
- [Digital Toolkit](#)
- How to Build Your Team
- Goal-Setting Worksheet
- Walk Map
- [And more!](#)

We are so excited to have you on board, and we know you will make a great impact in the community. If you have any questions about the Walk, please don't hesitate to reach out!

In Partnership,
Friendship Place

April 27th, Lincoln Memorial, Washington, D.C.

FriendshipPlaceWalk.org

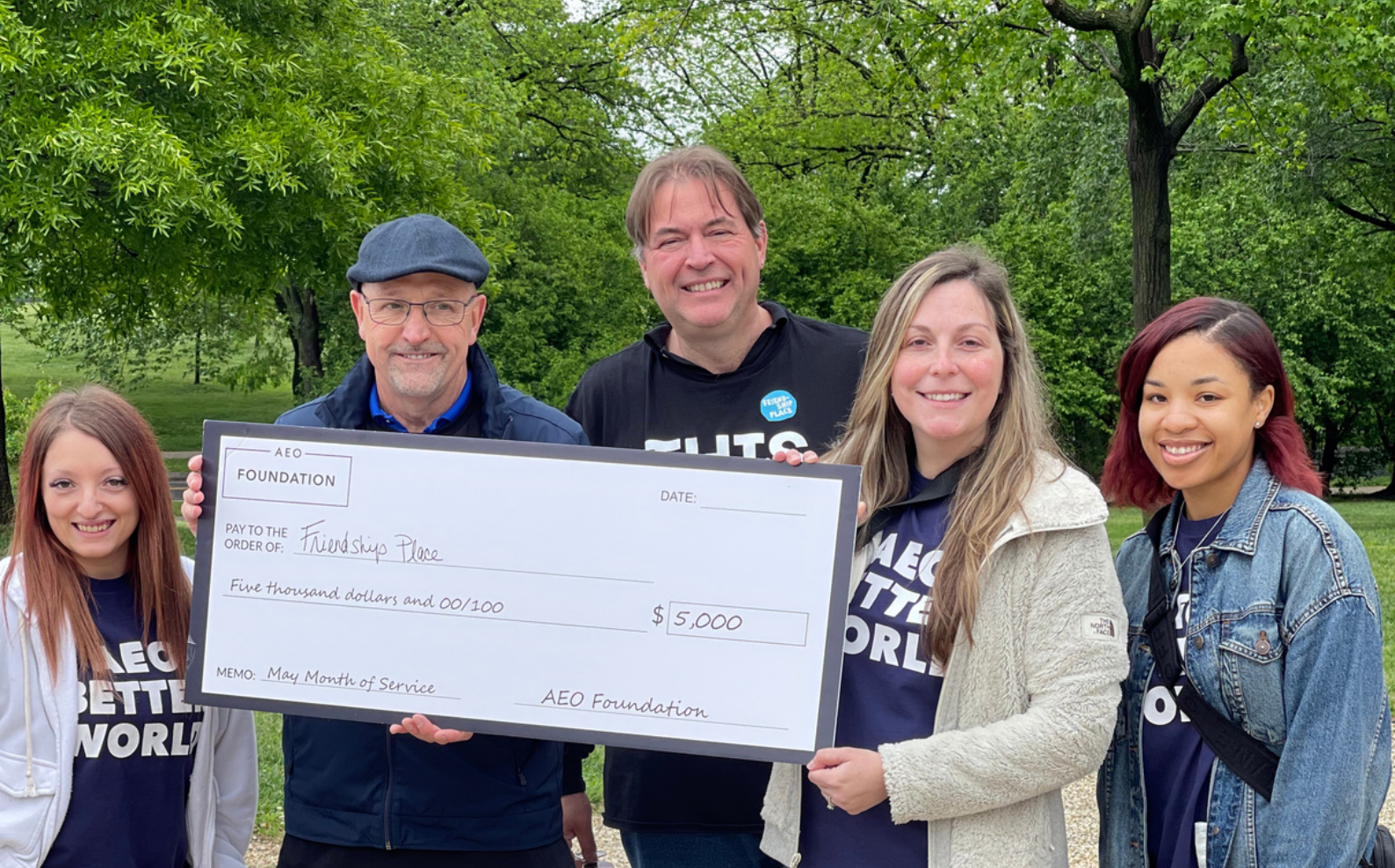


About Friendship Place Walk

On April 27, Friendship Place will host our 12th Annual Friendship Place Walk event at the Lincoln Memorial.

All proceeds support Friendship Place, a nonprofit that empowers those experiencing homelessness to rebuild their lives, find homes, get jobs, and reconnect with friends, family, and the community, permanently.

This walk provides a unique opportunity to not only touch the lives of the nearly 5,000 people Friendship Place helps each year, but to create a lasting impact hundreds of walkers and thousands of people our message reaches. Your support enables us to ensure vulnerable people in the DC region has a place to call home.



7 Tips for Fundraising

- Set a goal** Set a fundraising goal for your team and create a plan to reach it.
- Use social media** Utilize social media and other online platforms to spread awareness of your team's fundraising efforts. ([Digital Toolkit](#))
- Local businesses** Reach out to local businesses to see if they are willing to sponsor your team or provide donations.
- Friends & Family** Ask family and friends to spread the word and help out with fundraising.
- Host an event** Host a fundraiser such as a movie night, used book or art sale, bake sale, car wash, cooking class, virtual concert, casino or game night, yard sale, or a dinner party can be creative and fun!
- At work** Create a fundraiser at work. Ask if you can display our printable trifold [here!](#)
- Crowdfunding** Utilize other crowdfunding platforms to connect with potential donors and increase visibility of your team's fundraising needs.



Donations

Individual/Team Donation:

If someone would like to make a donation to **you** or your team:

- 1 Go to FriendshipPlaceWalk.org
- 2 Select "Donate" from the navigation bar and "Donate to an individual/team"
- 3 Search for your individual/team
- 4 Follow instructions on the page.

General Donation:

If someone would like to make a donation to the **entire run/walk**

Go to FriendshipPlaceWalk.org

Select "Donate" from the navigation bar and "Make a general donation"
Follow instructions on the page.

Check Donation:

If someone would like to make a **check** donation:

1. You can mail in a check to the following address:
Friendship Place
4713 Wisconsin Ave. NW
Washington, DC 20016
2. Please make all checks payable to "Friendship Place," and be sure to include "Friendship Place Walk," the participant's information and teammate in the memo.

Gift Matching:

Does your company have a gift-matching program? If so, obtain the proper forms from your employer or contact Chris Rutledge at crutledge@friendshipplace.org.

April 27th, Lincoln Memorial, Washington, D.C.

FriendshipPlaceWalk.org



Prepare for Walk Day

Walking shoes

Make sure to wear comfortable and supportive shoes!

Hydrate

Bring plenty of water to stay hydrated along the way.

Sun protection

Wear sunscreen and/or a hat to protect from the sun.

Light jacket

Wear layers of clothing to adjust to changing temperatures.

Snacks

Bring a snack to keep your energy levels up.

Walk T-Shirt

Don't forget to wear your Friendship Place Walk t-shirt!

Cell Phone

Bring a cell phone in case of an emergency.

Stretch

Stretch with us before the Walk to prevent injury.

Take photos

Take lots of pictures throughout the day! Don't forget to tag us and use hashtag #FriendshipPlaceWalk

Have fun

Have fun! The best part of the day is enjoying the beautiful surroundings and meeting the coolest people fighting for a great cause!

Agenda

Saturday | April 27, 2024

Topics	Key Activities	Time
Registration & Fun Activities	<ul style="list-style-type: none">• Registration opens• Pick Up T-Shirts• Group Photo with Teams• Group Stretch• Other Fun Activities	9:30am
Program	<ul style="list-style-type: none">• Who We Are	10:30am
Speakers	<ul style="list-style-type: none">• Jean-Michel Giraud, President & CEO (Friendship Place)• More speaker info to come	10:30am
Walk Begins!	<ul style="list-style-type: none">• And we're off!• Take photos• Use #FriendshipPlaceWalk• Have fun!	11:00am
Finish Line	<ul style="list-style-type: none">• Group Photo Opportunity	12:00pm



Goal-Setting Worksheet

GOALS
THIS YEAR: _____
LAST YEAR: _____

TEAM GOALS
THIS YEAR: _____
LAST YEAR: _____

DATE	ACTION STEPS



With the help of you and Friendship Place, people are finding homes, getting jobs and reconnecting with friends, family and the community, permanently.

Who We Are

Friendship Place is a leader in Washington, DC, in the development of innovative solutions to homelessness that have demonstrable results and a lasting impact.

Our mission is to empower individuals and families experiencing or at risk of homelessness to rebuild their lives, with the involvement of the community.

Our customized, person-focused programs include street outreach, hospitality, free medical and psychiatric services, job placement, case management, transitional shelter, rapid rehousing, homelessness prevention, permanent supportive housing, and specialized services for youth and young adults and for veterans and their families. In 2022, we helped more than 4,400 people, and in 2023 and beyond we plan to help even more!

We accomplish our mission with community and corporate volunteers, and the support of 30 neighboring congregations, several of which partner with us to provide shelter or housing.

“Friendship Place has become a leader in efforts to transform the homelessness systems in DC, helping to move our community away from Band-Aid approaches and toward real solutions that focus on ending homelessness.”

Nan Roman
Former President & CEO, National Alliance to
End Homelessness



In the words of those we serve

"Friendship Place helped me move from a domestic violence shelter into a better place to live. They helped me and my children go further. Today I'm back in school studying home health care. They helped with school supplies, registration fees, transportation. They helped with everything."

"When I got the keys to my new apartment I said, 'When you guys leave, I'm just going to cry. This is the best day of my life.'"

"My Friendship Place case manager connected me with a lot of resources I didn't know about. And she stayed on me, asking 'What have I done this week? What do I need to do next week?' After a while I'm just checking things off and thinking, oh my God—I got that done."

"My Friendship Place case manager is my rock. She helped us find a place and move out of the shelter, brought us cleaning products. She helped us all get our lives back. I tell everybody about Friendship Place."

Email Sample #1

1 Solicitations

The most important part: Asking.

The way you ask and the ensuing thank you's are essential to the fundraising process. We have provided some sample solicitations to make this easy and hassle-free.

Sample Email #1:

Dear Family and Friends,

I recently accepted the challenge to participate in Friendship Place Walk 2024, and I could really use your support. Friendship Place Walk is a 1.5 mile, fun and peaceful rally at the Lincoln Memorial focused on ending homelessness in the Washington D.C. region. All proceeds benefit Friendship Place, a wonderful nonprofit organization that I'm involved with.

Friendship Place offers the most effective model for addressing homelessness, with innovative programs that empower participants to rebuild their lives, find homes, get jobs, and reconnect with friends, family, and the community, permanently.

Will you please consider making a tax-deductible donation to support me and Friendship Place? Whatever you can give will help - it all adds up! I greatly appreciate your support and will keep you posted on my progress.

Thank you!

[NAME]



Email Sample #2

2 Solicitations

Part 2

Sample Email #2:

Dear Friends and Family,

I recently accepted the challenge to participate in Friendship Place Walk 2024 and I could really use your support. Will you please consider joining my team?

Friendship Place Walk is a 1.5 mile, fun and peaceful rally at the Lincoln Memorial focused on ending homelessness in the Washington D.C. region. All proceeds benefit Friendship Place, a nonprofit organization that offers the most effective model for addressing homelessness, with innovative programs that empower participants to rebuild their lives, find homes, get jobs, and reconnect with friends, family, and the community, permanently.

If you have any questions about what's involved, please let me know. Hope you'll consider walking with me to end homelessness in the DC region!

Sincerely,
[TEAM CAPTAIN NAME]



Email Sample 3

3 Solicitations

Part 3

Sample Email #3:

Dear [Donor Name],

Thank you for supporting me for Friendship Place Walk 2024! Your generous gift helps Friendship Place offer the most effective model for addressing homelessness with innovative programs that empower participants to rebuild their lives, find homes, get jobs, and reconnect with friends, family, and the community, permanently.

I *really* appreciate the support. Thank you so much!

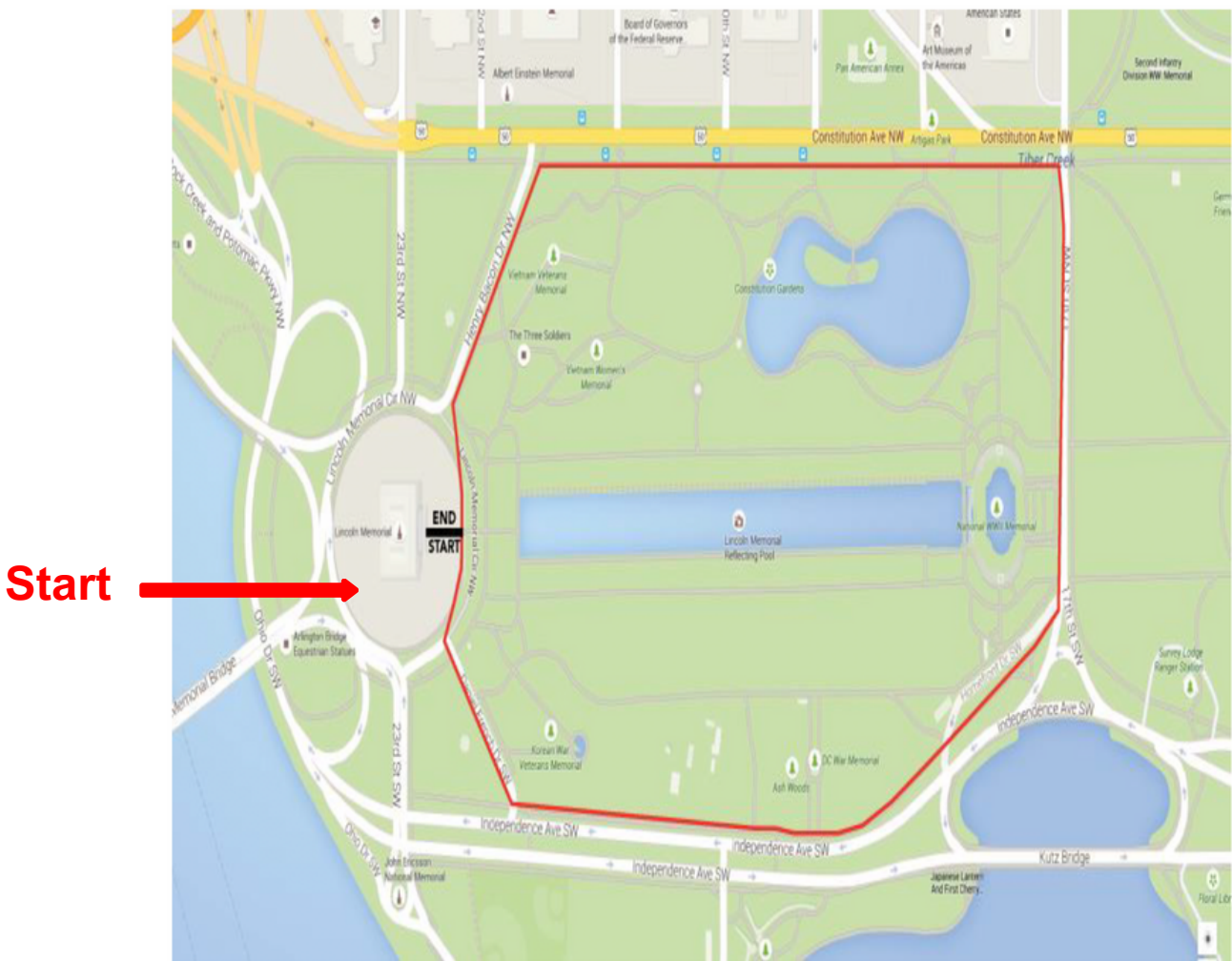
Sincerely,

[PARTICIPANT NAME]



Friendship Place Walk Route

Lincoln Memorial
(Bottom of the steps adjacent to the Reflection Pool)







PLANNING WORKSHEET

We can't wait for our #WalkToEndHomelessness!
Start writing down ideas to help get you started.
We'll have some fun prizes for the best teams!

TEAM MEMBERS



FUNDRAISING IDEAS



TEAM NAME IDEAS

#ROAD WARRIORS

TEAM CAPTAIN: