



2025 SHERO COMMUNITY WALK FUNDRAISING TOOLKIT



HOW TO SET UP YOUR SHERO FUNDRAISING PAGE

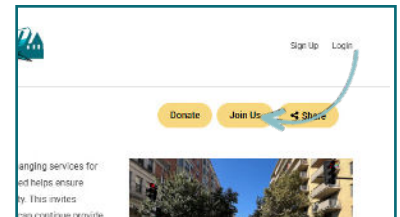
1

Go to: <https://shero-2025.causevox.com/>



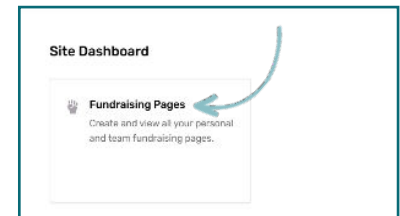
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In the top right corner, click the yellow "Join Us" button and create an account with an email and password. If you have participated in past SHERO events, you can sign in with your previous credentials by clicking "Log In" in the top right corner.



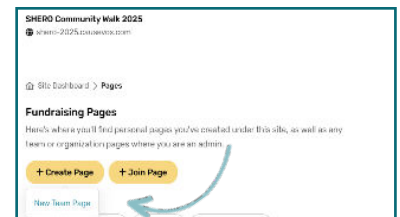
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After creating your account, click "Fundraising Pages."



4

Select "+Create Page," and then "New Team Page."



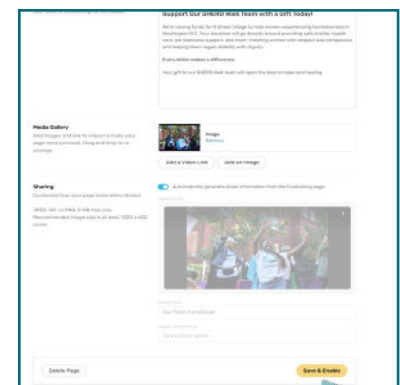
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Add your team's information, including:

- ☐ A team name and photo
- ☐ A custom link (or "stub") for your team's page
- ☐ A fundraising goal (e.g., \$250, \$500, \$1,000)
- ☐ An appeal (you can use our sample language)
- ☐ Optional: media gallery

Once the page is ready to go, click the yellow "Save & Enable" button at the bottom right of the page.

YOU ARE NOW READY TO SHARE YOUR SHERO FUNDRAISING PAGE WITH YOUR NETWORKS!



How often should I communicate with my network?

There are five absolute times you should communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your campaign top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.

During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

We recommend creating a simple sharing schedule to plan out your communications ahead of time. This will save you time and make your campaign more fun and less stress. Use your calendar or a notebook to plan out when you'll post to socials and email or text your network.

Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages.

READY, SET, FUNDRAISE!

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

We've included suggested communications for you to use at every major campaign milestone.

Copy, paste, and start fundraising. :)



Announcement #1: Campaign

SEND: Right after you've completed setting up your fundraising team page.

OBJECTIVE: Let your online network (IRL and social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

EMAIL

SUBJECT LINE:

Let's help transform lives!

BODY:

Hi, **[Name]**! I hope this note finds you well. I've got great news! I've signed on to become a champion of N Street Village, the largest provider of housing and supportive services for women experiencing homelessness in D.C., and I could really use your help. I want to raise **[\$Goal]** to help women achieve stability and make meaningful gains in their housing, income, employment, mental health, physical health, and addiction recovery goals. Every donation, large or small, makes a difference and moves N Street Village closer to raising \$100,000 this fall.

Will you help us reach this goal? Please visit my fundraising page at **[URL]** and make a donation today! The campaign will culminate in a fun SHERO Community Walk on Saturday, Oct. 25 from 9 a.m. to noon.

If you want to make an even larger impact, you can join my team or create your own fundraising page at **<https://shero-2025.causevox.com/>**.

Can't donate or join the festivities on October 25? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

INSTAGRAM

This year, I'm participating in #SHEROWALK2025 to help @NStreetVillage raise funds for women experiencing homelessness in Washington, DC. You can help continue the Village's legacy of transforming women's lives by donating today: **[shortlink to your fundraising page]**

FACEBOOK

I'm participating in #SHEROWALK2025 to help N Street Village raise funds to support women experiencing homelessness in Washington, D.C. Let's help continue the Village's legacy of transforming women's lives by donating today: **[shortlink to your fundraising page]**

TEXT

[Name], I'm helping N Street Village transform women's lives. Please support my fundraising team by donating today: **[shortlink to your fundraising page]**

Announcement #2: Midway Goal

SEND: When you're halfway to meeting your fundraising goal.

OBJECTIVE: Share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goal.

EMAIL

SUBJECT LINE:

We're halfway there—**\$XXX** more to go!

BODY:

[Name], I've got great news—I'm halfway to reaching my personal fundraising goal of **[Goal Amount]** for N Street Village! All the money raised will help to support housing, meals, access to mental and physical health services, and more for women in D.C. Will you help me move the needle forward with a donation? Visit **[Campaign Site Link]** today.

If N Street Village's mission is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page to help them reach their goal more quickly. It's a great way to leverage your awesome social media networks for a great cause.

Thank you!

INSTAGRAM

Ohhh, we're halfway there—only **\$XXX** more to go to meet my fundraising goal to help @NStreetVillage provide housing and supportive services for women. Please help me move the needle forward by donating today: **[Link to your fundraising page]** #SHEROWALK2025

FACEBOOK

Ohhh, we're halfway there—only **\$XXX** more to go to meet my fundraising goal to help N Street Village provide housing and supportive services for women. Help me get all the way there and share or donate today: **[Link to your fundraising page]** #SHEROWALK2025

TEXT

[Name], guess what? I'm halfway to meeting my fundraising goals for N Street Village! Please help by donating today: **[Link to your fundraising page]**

Announcement #3: Last Push

SEND: One (1) day before the fundraiser ends.

OBJECTIVE: Inform your network that time is running out and they can help you reach your goal by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goal.

EMAIL

SUBJECT LINE:

I'm close to my goal—will you help me reach it?

BODY:

Hi **[Name]**! Believe it or not, I've raised **[Amount Raised]** for the women of N Street Village, and I'm only **[\$XXX]** away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, thank you! Please share this link **[Campaign Site Link]** with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

INSTAGRAM

I've already raised **\$XXX** to help @NStreetVillage reach our fundraising goal! There's only one day left and I need your help. Please donate now! **[Link to fundraising page]** #SHEROWALK2025

FACEBOOK

I've already raised **\$XXX** to help N Street Village reach its fundraising goal! There's only one day left and I need your help. Please share/donate now! **[Link to fundraising page]**

TEXT

[Name], I've raised **\$XXX** to help N Street Village and I've almost reached my goal. There's one day left and I need your help. Please donate now! **[Link to fundraising page]**

Announcement #4: Goal Reached or Campaign End

SEND TIMEFRAME: When the campaign ends or you've hit your goal.

OBJECTIVE: Let your network know that the campaign has ended and/or you've reached your fundraising goals.

EMAIL

SUBJECT LINE:

We did it!

BODY:

[Name], with your help and support, I raised [\$XXX] for N Street Village! I can't thank you enough.

We had an amazing day, and with your support we've helped ensure that N Street Village can continue its important work of providing housing, meals, access to mental and physical health services, and more for women experiencing homelessness in D.C.

I can't express how much I appreciate your support of me and N Street Village.

Change happens one person at a time, and I'm happy we are making a difference together.

Until next time!

INSTAGRAM

We did it! Thanks to all who helped me reach my fundraising goal of \$XXX for @NStreetVillage. I'm thrilled we are making a difference together. Look what we did: [Link to fundraising page] #SHEROWALK2025

FACEBOOK

We did it! Thanks to all who helped me reach my fundraising goal of \$XXX for N Street Village. Social change happens one person at a time, so I'm thrilled we are able to make a difference together. Look what we did: [Link to fundraising page]

TEXT

[Name], thank you! I've reached my fundraising goal of \$XXX for N Street Village. I'm thrilled we are making a difference together. Look what we did: [Link to fundraising page]

Announcement #5: Thank You Letter

SEND TIMEFRAME: One (1) week after the campaign has ended.

OBJECTIVE: Thank everyone who helped support you in reaching your fundraising goals with a personal message.

LETTER

Dear **[Supporter Name]**,

We did it! Thanks to your support, I met my fundraising goal of **\$XXX** for N Street Village, which has been opening its doors to women for 53 years.

Your support ensures N Street Village can continue offering life-affirming wrap-around services to women experiencing homelessness in Washington, D.C. How cool is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Thank you!

THANKS FOR BEING A FUNDRAISING SHERO

Thank you so much for taking the time to spread the word about N Street Village and for fundraising on our behalf.

Your support ensures that every woman who walks through our doors is met with dignity and respect and receives the support and services she needs to rebuild her life.

We appreciate you and look forward to continuing this meaningful partnership for years to come!



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