



10th Annual
WALK A MILE
in my shoes

THANK YOU FOR STEPPING UP!

Take a look at the resources and tips provided in this toolkit to kick-off your fundraising!

2021 WALK A MILE

WELCOME & FUNDRAISING TOOL KIT





10th Annual WALK A MILE in my shoes



Every dollar you raise goes directly towards helping local community members get one step closer to a happier and healthier life.

You took the first STEP in helping end homelessness by registering for the **10th annual Walk A Mile In My Shoes!**



For over 50 years, the Las Vegas Rescue Mission has provided safe shelter, meals, long-term rehabilitation programs, counseling, and encouragement to help our neighbors escape homelessness forever.



Participating in the Walk A Mile In My Shoes event is the perfect way to spread awareness and raise funds toward helping end homelessness.



In 2020, over 13,000 individuals and families experienced homelessness in SNV...

ABOUT LVRM

The Las Vegas Rescue Mission strives to be the model for providing hope and change to the homeless, addicted, and others in need. We do this through feeding the hungry, sheltering the homeless, and by offering care and support to those in need. In the end, we provide redemption, recovery, and re-entry to independent living.

We are the only shelter in town that houses men, women and their children - as well as houses intact families and single fathers.

In 2020, amidst the COVID-19 pandemic, the Las Vegas Rescue Mission continued to serve. LVRM provided:



242,784
Meals Served



31,669
Emergency
Beds Provided

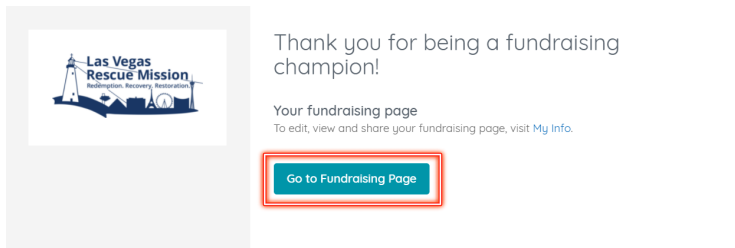


1,535
Individuals
Received Free
Clothing



264
Individuals helped in
Recovery Program

HOW TO UPDATE YOUR PAGE!



STEP 1: You're Registered to Walk, now what? Update your Page! Click on "Go to Fundraising Page" or the link emailed to you!



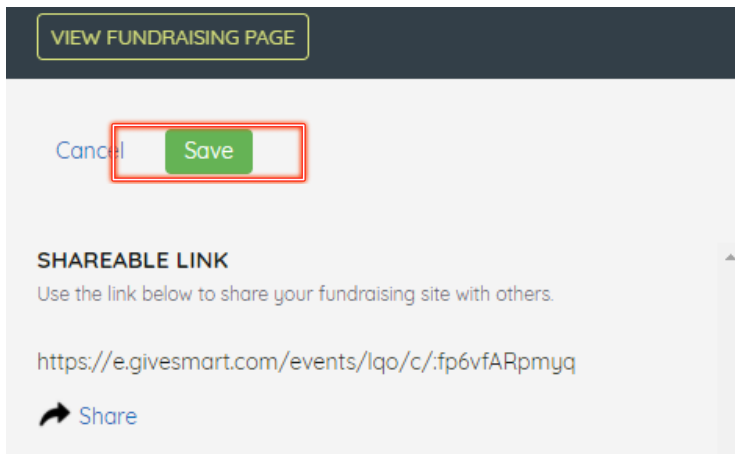
STEP 2: Click "EDIT FUNDRAISING PAGE" in the top left corner of the screen.



STEP 3: Scroll to the bottom of the page and select "EDIT CONTENT" on the bottom left of the screen.

Add:

- Reason **WHY** you're involved in walking to help end homelessness
- Add a picture to make your page more personal!



STEP 4: Click "SAVE" at the top left of the screen. Once your fundraising page is approved, you'll get an email and then you can use the "SHAREABLE" link to make a self-donation and begin asking friends/family/coworkers to donate!

FUNDRAISING INCENTIVES

Raise
\$100



T-SHIRT



FOOD



STICKER

Funds must be raised online by October 7th @ 11:59pm PST in order to redeem above incentives at the Walk A Mile In My Shoes event.

Raise
\$250



SPORT-TEK
SHIRT



T-SHIRT



FOOD



STICKER

Raise
\$500



SPORT-TEK
LONGSLEEVE



T-SHIRT



FOOD



STICKER

Raise
\$1,000



JACKET



T-SHIRT



FOOD



STICKER

***ALL walkers qualifying for incentives MUST have raised the funds individually or the total raised for the Team must equally distribute to the members in order for them to qualify.**

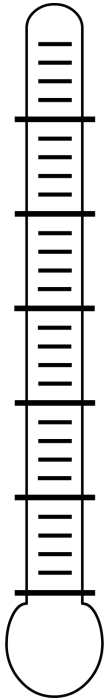
For \$250-\$1,000+ Levels, funds must be raised by Saturday, October 16th.

Incentive items are NOT cumulative; only 1 incentive item can be awarded to each fundraiser. Fundraisers may select one incentive item at or below the level achieved. All item redemptions will occur post-event. If you qualify, you will receive an email with a link to redeem 10 days after the Walk A Mile In My Shoes event.

Sport-Tek Shirts, Long Sleeves, and Jackets are available in Men's/Women's sizes.

FUNDRAISING TIPS

RAISE \$250 IN 6 DAYS!



DAY 6: Ask your boss for a **\$50** contribution

DAY 5: Ask 5 church friends to contribute **\$10** each

DAY 4: Ask 5 co-workers to contribute **\$10** each

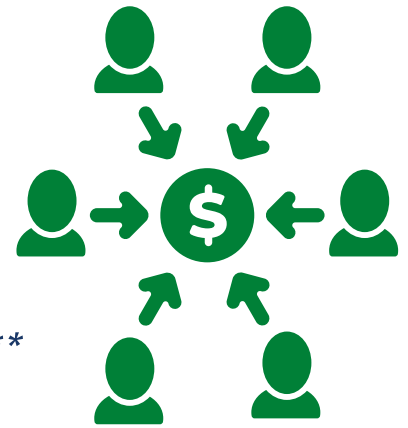
DAY 3: Ask 4 friends to contribute **\$15** each

post on social media to reach even more people!!

DAY 2: Ask 2 family members to donate **\$15** each

DAY 1: Make a self-donation of **\$10**

people usually give if they see you've given to the cause yourself



TIPS / TRICKS:

- Post on social media to reach even more people! You never know who is connected to the cause and willing to give
- Find out if your company matches employee donations or total funds raised!
- Add your fundraising page link to your e-signature (if you're allowed)
- Don't be afraid to ask anyone because you won't know unless you ask! The worse they can say is *no* and that's okay!
- If someone isn't able to give, ask if they are willing to share your posts on social media
- When someone donates, give them a SHOUT OUT THANK YOU on social media and TAG THEM! This will hopefully inspire others to give. **everyone loves a little recognition, right?**

ASK FOR HELP!

The Las Vegas Rescue Mission is here to HELP YOU! Please don't hesitate to reach out to:

- Ask questions
- Brainstorm fundraising ideas
- Get photos/graphics to share to make donation asks

CONTACT: Valerie Weiderman, Senior Manager of Donor Relations
(702) 932-8186 | VWeiderman@vegasrescue.org

EMAIL TEMPLATES

RECRUITING YOUR TEAM:

*copy & paste the text into your email!

I am registered for the 10th annual "Walk A Mile In My Shoes" event and you should be too! This Walk helps bring awareness and raises funds for those struggling with homelessness and battling addiction. Choose to be a part of something BIG and Walk A Mile with me!

It's easy... Go to: WalkAMileLV.com and click "Register to Walk Today!" and include the Team/Page name <INSERT TEAM NAME>.

Thanks in advance and I look forward to walking with you!

ASKING FOR DONATIONS:

EMAIL #1

I am registered for the 10th annual "Walk A Mile In My Shoes" event and I am committed to raising funds for a very important cause: helping end homelessness. The Las Vegas Rescue Mission has many programs and services that help those struggling with homelessness and addiction. Please support me by making a donation today!

As you can see, just **\$25 will provide shelter and security for someone seeking help**. Click the link below to make a donation and help save lives.

<INSERT FUNDRAISING PAGE URL>

I thank you in advance for your generous donation!

EMAIL #2

Thank you to everyone who has supported me so far - it means so much to me. I am ecstatic to report that we have raised **\$XXX** so far! There is still time for additional donations, so please visit my fundraising page ASAP to help me raise to help individuals and families struggling with homelessness.

<INSERT FUNDRAISING PAGE URL>

Many thanks for all the support!!!

EMAIL #3

The "Walk A Mile In My Shoes" event is just **XX days away!** I'm trying to reach my goal of **\$XXX** and ask that you please donate. The Las Vegas Rescue Mission is very important for our community, as they help those struggling with homelessness and battling addiction. If you're willing and able, please donate today. Just **\$10 will help feed 4 people looking for hope**. Every dollar counts.

<INSERT FUNDRAISING PAGE URL>

Thank you for your support!

Las Vegas Rescue Mission Redemption. Recovery. Reconciliation. **WALK A MILE** *In My Shoes*

Amount	Impact	Icon
\$10	Helps feed 4 people in need	Heart with fork and knife
\$25	Provides 2 nights of shelter	House with heart
\$50	Gives relief for 1 night to a Family of 3	Family of three
\$100	Helps 27 people in need of a shower and a hot meal	Shower head
\$250	Helps feed 115 people in need	Hand holding heart
\$500	1 Community Meal dinner service (230 meals)	Heart with 'hope' text

DON'T FORGET TO THANK YOUR DONORS!

When someone donates, give them a SHOUT OUT on social media and TAG THEM. This will hopefully inspire others to give. And of course personally reach out via call/text/email to thank them. It's always important to show appreciation for those that give their time and money to help others.

FREQUENTLY ASKED QUESTIONS

REGISTRATION:

Q: Is there a registration fee to participate?

A: Nope! The event is FREE to sign up for, we just encourage all walkers to fundraise so we can continue our services in helping the homeless.

Q: How can I sign up my Corporate Team?

A: Reach out to the Event Manager, Valerie Weiderman, to discuss! (702) 932-8186 or email: vweiderman@vegasrescue.org

Q: Can I participate in the Walk if I'm not on a Team?

A: Absolutely! When you register to Walk A Mile, just put "Individual" as your Team and Page Name.

Q: What is the deadline to register for the Walk?

A: Online registrations will close on Thursday, October 7th. However, you can just show up at the Walk and register in person! The Walk is being held on Oct. 9th, 2021 at the Las Vegas Review-Journal (1111 W Bonanza Rd. LV, NV 89106)

FUNDRAISING / TEAMS:

Q: Is there a fundraising minimum?

A: No, and there's no maximum either! We encourage all walkers to make a difference by making a personal donation and asking friends/family/coworkers to donate to the cause.

Q: How do I get a "Walk A Mile" t-shirt?

A: If you raise \$100+, you'll receive a Walk A Mile t-shirt, food and a 10th Annual sticker at the event.
Fundraising more --> helping more people --> great fundraising incentives too!

Q: How do I add money that I've raised offline?

A: Any checks/money orders should be made out to "Las Vegas Rescue Mission" and dropped off to the Las Vegas Rescue Mission at 480 W Bonanza Rd. LV, NV 89106, in attention to Valerie Weiderman, prior to the Walk. OR you can bring cash/checks/money orders to the Walk A Mile event and turn in at Registration!

Q: How do I ask for donations?

A: We make it easy and we've got tools to help you! On the website at WalkAMileLV.com, view the "Fundraising Tips" section and click on "Email Templates". You can just copy and paste from there, insert your fundraising page URL and then send it on out! We told you it was easy ;)

Q: Are Walk A Mile shirts available for sale?

A: Shirts are NOT available for sale and will only be provided to fundraisers \$100+ and sponsored teams.

Q: Can I fundraise after Walk day?

A: Absolutely!! Fundraising pages will be open until Saturday, October 16th for you to reach your goal and for anyone who wants to donate after the event. If someone would like to make a donation after that date, please contact the Event Manager, Valerie Weiderman, at (702) 932-8186 or email: vweiderman@vegasrescue.org

DAY OF EVENT:

Q: Will the Walk A Mile event be in person this year?

A: You bet!! The event will be held on Saturday, October 9th @ Las Vegas Review-Journal (1111 W Bonanza Rd. LV, NV 89106)

Q: How many people will there be at the event?

A: We are hoping as many people as possible sign up! In the past, we've had upwards of 400+ participants register.

Q: Will there be COVID related restrictions for the event?

A: As the event gets closer, we will ensure to email all sponsors/participants to inform them of COVID policies set by the State of NV and the CDC.

Q: Where should I park upon arrival?

A: The Las Vegas Review-Journal parking lot. We encourage everyone to carpool to ensure there are enough spots for everyone!

Q: How do I check-in at the Walk?

A: Upon arrival, go to the tent labeled "REGISTRATION" and check-in with a LVRM staff member or volunteer! This is also where you can turn in offline funds raised & additional donations.

Reminder: checks/money orders are to be made payable to "Las Vegas Rescue Mission".

Q: Where does the Walk begin and end at? And how long is the Walk?

A: The 1 mile Walk will start at the Las Vegas Review-Journal and go to and through the Las Vegas Rescue Mission. All guests will build a sack lunch in our dining hall before heading back to the Las Vegas Review-Journal for the Mission to hand out to our evening meal guests.

Q: Will there be designated Walk Waves like in years past?

A: Yes! We will assign groups and individuals in specific Walk Waves with staggered arrival times. Walk Waves will be determined the week of the event and emailed to all registered participants, as well as posted on the website at WalkAMileLV.com.

Q: Can participants bring strollers and/or pets to the event?

A: This is a family & kid friendly event. Strollers are allowed. Furry friends are not. *Only service animals permitted.

Q: I don't want to attend the in-person event, but still want to be included. Are there options for me?

A: There sure is! If you are not comfortable attending in-person or if the location is a bit too far, we will be streaming some activities on our Facebook account that day. So be sure to follow us @LVRescueMission !!!

FOLLOW US ON SOCIAL MEDIA FOR UPDATES!



@LVRESCUEMISSION



@LV_RESCUEMISSION