



**WALK
FOR STH**
25th ANNIVERSARY

Walk for STH Fundraising Guide

THANK YOU for serving as a fundraiser for the Walk for Sojourner Truth House. With each step you take with us, we are providing more hope and help to those experiencing homelessness and hunger in Gary, IN and the surrounding area.

Event Details

WHO

Anyone can join! Register to create your own team, support an existing team, or just walk on your own. You'll have the chance to set up your own fundraising page, with your story and pictures, and all of the support to make your efforts to the Walk for STH successful.

WHAT

Since 1999, the Walk for STH has raised awareness and funds for Sojourner Truth House. To take steps towards ending homelessness and hunger for women and their children, and the community of Gary, Indiana.

That's why we walk.

WHEN

The Walk for STH is an annual event, always held on the second Saturday of June. This year, join us on Saturday, June 8th at 8:30 a.m. at Sojourner Truth House, 410 W. 13th Avenue, Gary, IN 46047.

WHY

Sojourner Truth House is the only Day Center in Lake County, IN and the largest food pantry in Lake County, IN. That's why we walk. Sojourner Truth House is a non-profit organization dedicated to providing hope and help to those experiencing homelessness and hunger in Gary, IN and the surrounding areas. The Walk for STH supports the mission of Sojourner Truth House as we raise public awareness and funds for life-changing programs.

HOW

By walking to end homelessness and hunger! A great way to spread awareness is posting photos and/or videos of your walk on social media. Be sure to tag Sojourner Truth House, and use the hashtags #sojournerstrong and #walkforsth. Thank you for your participation and support!

CAPTAIN CHECKLIST

Set Fundraising Goal ✓

Set expectations for your team by setting your team's fundraising goal. Think about the number of people you can get to walk with you! Your network is larger than you think.

Get the Word Out ✓

Share the link to your personal team page through your e-mail contacts and social media followers to let people know you've created a team. Our best supporters are those who are close to us. Ask your friends and family members to join you on your walk team. We find that the most successful fundraisers are those who aren't afraid to ask their friends and family for support – they will want to help you because this cause matters to you!

Get Personal ✓

Sharing why you walk is one of the main reasons people decide to give. Customize your fundraising page with a personal message and photos. Share the link with friends, family, and on social media. Tell your personal story about Sojourner Truth House and why supporting STH's work means so much to you!



Gear Up! ✓

Gear Up: Order shirts for walk day and encourage your team to as well at www.walkforsth.org - all proceeds fund Sojourner Truth House's mission and will go towards your fundraising page and efforts

Make Being a Part of Your Team Fun! ✓

Use a poll on social media to choose your Team name. Offer prizes and incentives. Design your own Walk for STH team shirt. The more fun your team has, the more funds you'll raise!

Send Thank You Messages ✓

A simple thank you goes a long way, so consider different ways to recognize your team members and your donors. Send thank you letters, text, or e-mails to everyone who participates and donates. Showing gratitude will keep your team and donors excited and will encourage everyone to continue supporting the team!

Take Photos ✓

On the day of the walk, take photos! Share your photos on social media with the hashtag **#sojournerstrong** **#walkforsth** and let people know WHY you are walking! This is the easiest way to spread awareness through your network.





HOW TO RAISE \$500 IN SEVEN DAYS!

DAY 1

Register and donate
to yourself!

\$50



DAY 2

Ask FIVE relatives
for \$20

\$150



DAY 3

Ask FIVE co-workers
for \$10

\$200



DAY 4

Ask FIVE friends
for \$20

\$300



DAY 5

Ask a local business for
a \$100 sponsorship

\$400



DAY 6

Ask your work for a
\$100 sponsorship

\$500



DAY 7

Celebrate your
success!

\$500



SEVEN DAY CHALLENGE

Check each box when complete!

FAQ

People want to know what they are giving to!

Here are some of the more common questions (and answers to them!) that you might encounter.

What is Sojourner Truth House?

Sojourner Truth House is a Day Center for women and their children experiencing homelessness in Gary, IN. Women receive services like case management, classes, and more. Sojourner Truth House also has a community food and clothing pantry, which distributes 700-1,000 pounds of food per month.

What's the Mission of Sojourner Truth House?

Sojourner Truth House is a ministry of hope and help for homeless and at-risk women and their children sponsored by the Poor Handmaids of Jesus Christ. Through hospitality, advocacy, integrative services and collaboration, participants improve their quality of life and that of the community in a safe, trusting environment.

How Does My Donation Make a Difference?

Sojourner Truth House puts your donations into action by addressing the needs of everyone who walks through our doors. Your donation ignites more opportunities to the individuals and families who come to Sojourner Truth House looking to make life-changing decisions.

Are Donations Tax-Deductible?

Yes! Sojourner Truth House is a 501(c)(3) nonprofit organization. 100% of your donation is tax deductible. (Tax ID: 27-296707)

Should I Share My Fundraising Page on Social Media?

Yes! We encourage you to utilize social media to help you succeed in your fundraising efforts.

Key Points to Remember When Utilizing Social Media

Always include a link to your own personal fundraising page.

Don't be afraid to post often! Messages are forgotten quickly so make them regular and frequent.

Publicly thank your donors:

Thanks Jane Smith for your donation, your support is so appreciated!

What Other Ways Can I Share My Fundraising Page?

Another great idea to utilize all your communication:

Include a link to your fundraising page in your email signature: I'm participating in this year's Walk for Sojourner Truth House. Visit my page to learn more and support my efforts [your fundraising link here].



CONTACT

We are here to help!
Contact us with your questions.



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