

# WALK FOR HOPE 2022

## Community Walk for Hope - May 2022

### **About Walk for Hope:**

Hope Hall hosts an Annual *Walk for Hope* fundraiser to raise much-needed funds for student programs and services. The entire Hope Hall Community (students, faculty, staff, Board Trustees, and community partners) participates in this event at the school on the Thursday before Memorial Day.

*We also invite* the members of our larger community to participate in the Walk for Hope and make a positive impact for children who learn differently. You will help provide our students with the education they need to meet their unique learning needs. Hope Hall does not receive funding from the school districts and over 85% of our annual revenue comes from fundraising activities. Now more than ever, we need support from our community to overcome the variety of barriers our students face.

### **How to Participate in the Community Walk for Hope:**

- Create a team page (More info on how-to below)
- Teams can include co-workers, friends, family, sports clubs, etc.
- Recruit team members and invite them to join your team
- Raise funds online by sharing your page on social media and/or sending the link via email.
- “Host” your own walk by scheduling a day for you and your team to walk a mile (the same distance our students walk). You can also encourage team members to walk independently if you are not able to all gather at the same time.

### **How to Set-up Your Team Page:**

Go to: <https://donate.hopehall.org/campaign/walk-for-hope-2022/c391229> and click **Become a Fundraiser** and follow the step by step instructions below. You will be asked how you would like to register: as an individual, join a team, or create a new team.

How would you like to register?



As an individual



Join a team



Create a team

## Creating a Team Page

Supporters who choose to fundraise as a team will have access to a team page. This will allow you to customize your team page to include more information about your team and your cause.

1. Type the recommended Team Fundraising Goal in the text block
2. Tap **Upload New** under Team Cover Photo to add a cover image
  - For best quality, use a 1400 x 460 px image
  - If you added a background image to your landing page, it will appear here as well. You can change the cover photo by uploading another image
3. Tap **Choose File** under Set Default Team Photo to upload a default profile photo
  - We recommend photos with multiple people or an image with a relevant theme and color
4. Write the Default Team Headline in the corresponding text block
5. Write the **Default Story Title** and **Story** in the corresponding text blocks
  - The story title and story offer supporters the opportunity to explain why they are fundraising to their peers
6. Tap the green **Next Step** button when you're finished
7. Check your email. Once you create your page, you will receive an email with the link to your page and instructions on how to invite others to join you.

## Setting up the Individual Fundraiser Page

Supporters who choose to fundraise as individuals will have access to a fundraiser page. This will allow you to customize your individual page and include more information about you and your cause.

1. Type the recommended Individual Fundraising Goal in the text block
2. Tap **Upload New** under Individual Cover Photo to add a cover image
  - For best quality, use a 1400 x 460 px image
  - If you added a background image to your landing page, it will appear here as well. You can change the cover photo by uploading another image
3. Tap **Choose File** under Set Individual Photo to upload a default profile photo
4. Write the Default Fundraiser Headline in the corresponding text block
5. Write the **Default Story Title** and **Story** in the corresponding text blocks
  - The story title and story offer supporters the opportunity to explain why they are fundraising to their peers
6. Tap the green **Next Step** button when you're finished
7. Check your email. Once you create your page, you will receive an email with the link to your page and instructions on how to invite others to join you.

**Can't participate in the Walk for Hope, but you would still like to support?** Consider making a donation by visiting: <https://donate.hopehall.org/campaign/walk-for-hope-2022/c391229> and click the “**Donate Now**” button.