

Dear Walk for the Future Team,

2014 WALK FOR THE FUTURE MANUAL

1. RECRUIT • 2. FUNDRAISE • 3. MOTIVATE

Congratulations and welcome to the Walk for the Future Team for LH2911! As a participant of a Walk for the Future, you have taken on the extremely meaningful job of raising vital funds to provide help and hope to those who need guidance, support, and life skills improvement. With your help, we are one step closer to a better future for all.

We are so proud of the success we had since 2006. Thanks to you, families and youth have a brighter future and are changing the world around them! We know that the 2014 Walk for the Future will be even better! Enclosed, you will find information about Walk day and some fundraising tips to help you reach your goal and have a great time doing it. You will also find some very important information about our online fundraising website, which is a great tool to reach your fundraising potential and increase awareness.

Mindful of your valuable time, we've kept it simple, and promise you the unflagging support of the LH2911 staff should you need any assistance.

As a Walk for the Future walker/Captain, your responsibilities may include

§ **Setting a goal and creating a plan to achieve it.**

§ **Recruiting family members, friends, co-workers & everyone else you know to join the team.**

§ **Building momentum, team enthusiasm and spirit throughout the event.**

§ **Celebrating your group's success at your local walk!**

§ **Setting up a page at www.FundRazr.com .**

§ **Creating wrap around events.**

§ **Initiating a letter writing campaign.**

§ **Posting your donation information on Facebook and Twitter.**

§ **Motivating walkers!**

Your efforts make a difference to the thousands of families living daily in your community without hope. The funds you and/or your team raise support LH2911's fight to improve the lives of youth affected and their families.

Please remember we are here for you every step of the way, so please don't hesitate to contact us at any time. We look forward to working with you as we team up to improve each community we serve!

Warmest regards,

LH2911

General Info about Lighthouse 2911

Sixteen years ago the dedicated work of two ladies who heard the call to help youth began the PALS program and many other programs to bring hope to areas in South Texas and now through social media around the world. Often our vision of what God has in store for us is never what God has in store for us. From the work of two women who saw a need and the movement of God's hand, LIGHTHOUSE 2911 was created. Paul Beard, the Executive Director of LIGHTHOUSE 2911, tells everyone that this ministry is truly of God and how God uses everyone to touch the lives of youth around the world. Because of his love for lighthouses and scripture given to us to build this ministry we have called it LIGHTHOUSE 2911. The 2911 comes from Jeremiah 29:11, "For I know the plans I have for you", declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future." We at LIGHTHOUSE 2911 feel that everyone should have hope and a future.

Through our short history we have designed 14 components with our flagship program **PALS (Positive Attitudes and Life Skills)** leading the way. You will be able to find out more about these components throughout our website. Over the last four or five years we have helped about 900 youth and are beginning to help thousands of youth and their families throughout the world. Recently we held our first online PALS class through Facebook with classes being held in Spain, the UK, England, Ireland, Australia, and New Zealand. So as we attempt to branch out across the world your help is needed. We would love to have programs everywhere but we understand that it is physically impossible for our staff to be in so many different places.

"We strive to bring down gang violence, improve family relations, improve school attendance, decrease teen pregnancies, decrease substance abuse, and build future leaders for our churches and our communities," said LIGHTHOUSE 2911 Executive Director Paul Beard.

These programs truly touch lives. We have seen gang members quit the gangs, finish school, and become productive members of society. We have seen high school dropouts go back to school and graduate. We have brought hope into many hopeless situations. We have seen parents' and youths' lives change in many different ways, from better communication to understanding each other better. We have also seen better school attendance and grades.

Recently, our youth decided that they want to be a part of this hope and set up their own website at Thinkhope.us where they offer hope and a future to other youth. Many things can be done. Won't you please team up with us and help us make a difference in our neighborhoods, our cities, our states, and around the world?

RECRUITING

Getting the word out starts at home.

Build your team of family, friends and coworkers. Remember, the more people who join your team, the more hope your team can provide!

Get the word out:

§ Start at Home: By home, we mean to start with those you know best. This includes family members, close friends and co-workers. They will want to help you, so don't hesitate to ask them to join your team!

§ Create an Invite List: Expand your team by creating a prospect list of potential team members. Use your address book, e-mail list, work directory, holiday card list, etc. Once your list is created, send out e-mails, letters or make phone calls. Be sure to include our web address, www.lighthouse2911.org, on all your communications. If they can't participate, ask them to volunteer, be a virtual fundraiser or make a donation.

§ Endorsements: Ask your family, friends and colleagues to spread the word. How about a note from Grandma to get the family moving?

§ Recruit a Friend: This is the easiest way to double your team! Encourage each member to recruit a friend. Even better, ask each member to communicate with 20 people about Walk for the Future via e-mail, Facebook, letter or phone.

§ Communications: E-Mails, memos, newsletters, mailbox stuffers, Facebook, MySpace, Twitter and Websites are all great ways to promote the team. Communicate often and use a variety of methods. For example, create a Facebook group and write a story of someone you are walking for and ask your network to join your efforts.

§ Personalize your e-mail signature: Reflect your status as a Walk for the Future Captain and/or Walker.

§ Tell a Story: If your team has a personal connection, consider adopting this person/story as your team's hero. This can help team members visualize what they're working for.

§ Network: Don't forget to invite customers, vendors or clients to join your team.

§ Corporate/Business Support: Reach out to HR, Community Services or Marketing Departments to explore the possibility of your company becoming involved.

§ Media: Invite local print, broadcast and internet media to attend and/or cover the event.

Host a kick-off celebration! Hold an informal kick-off meeting for team members and friends. You can hold it at your home, happy hour or any convenient location. It's a great excuse to have a party, and team members get the chance to meet and have fun!

RECRUITING continued...

2 CHECK LIST

§ Team Recruitment: I have set my team Recruitment goal.

§ Select a Co-Captain: I have selected a co-captain. If I am a corporate team, I have secured support from my company's top executives.

§ Set a Date: I have set a date for our recruitment event.

§ Personalize E-mail: I have personalized my e-mail signature to let others know I am walking and recruiting team members.

§ Make a List: I have made a list of possible team members and personally asked each individual to join my team.

§ Encouragement: I have encouraged every team member to recruit at least one new team member to join our team.

§ Reach out To the mayor to cut the ribbon at the walk which will generate media support.

The average team should have 10 fundraising members and raise more than \$1,000!

Goal Formula:

First, estimate the number of team members you can recruit.

Next, use the following formula to calculate your team's overall goal:

Team Goal = # of team members x \$100 + additional team fundraisers

Example: \$1,250= \$1,000 (10 team members x \$100) + \$250 (Bake Sale)

· Ask To Receive: The #1 reason people give is because they are asked, so don't be shy about asking. Remember those places where you spend money like hairdressers or your favorite restaurant.

· Exceed the Average: Make it a team goal to have every member exceed the average by raising more than \$100 each. Below is an easy plan to raise 2 times more than our national fundraising average of \$100.

When? Who To Ask? Watch Your Total Grow!

Week 1 Use your online personal page to sponsor yourself. \$25

Week 2 Ask 5 Family Members/Friends for \$10 each. \$50

Week 3 Ask 5 Co-workers for \$5 each. \$25

Week 4 Get 3 businesses you frequent to sponsor you for \$25 each. \$75

Week 5 Ask your Boss to support your efforts. \$25

Your 5-Week Grand Total \$200

Create a Page at FundRazr

People double their donations when asked to give online, so you don't want to miss out on this exciting fundraising tool! Ask all team members to create a personal FundRazr fundraising page. Visit www.FundRazr.com page to raise money.

FundRazr is an online fundraising tool that allows donors to give through secure, online credit card donations. It is a powerful program that enables us to reach a greater number of donors and achieve higher gift averages by creating personal pages and sending solicitation e-mails to potential donors.

To utilize FundRazr for Walk for the Future walks, you and other participants will create your very own pages, following step-by-step instructions. Creating a page only takes about five minutes, and adding your own text and pictures makes it a fun, personal process!

4 FUNDRAISING continued...

Below are instructions for you and other Walk for the Future participants on how to start your very own

personalized <https://fundrazr.com/> fundraising page:

1. Visit www.FundRazr.com
2. Click "Raise Money Now."
3. Who are you raising money for? Type in LIGHTHOUSE 2911.
4. If you are a returning member, log in with your e-mail address and password. If you are a new member, enter your email address, select "I am new to this site," and click Continue.
5. Fill out your name, address, etc, as prompted by the FundRazr form.
6. Create a name for your page. Be creative!
7. Design and customize your page. You can add your own text and pictures.
8. Customize a "thank you" email for donors to receive upon giving.
9. Finally, send out your page to friends, family, and colleagues!
10. For Help: Contact Paul Beard at LH2911. Email: lighthouse2911@msn.com p. 361-293-1350

Helpful Tips to Maximize Donations with Fundrazr.

§ Post a link to your Fundrazr page on social-networking sites.

§ Use your personal email when sending out emails with links to your page.

Potential donors are likelier to open an email from a recognizable address.

§ Add a URL link to your Fundrazr page at the bottom of your auto-signature.

§ Think globally — Fundrazr allows us to reach donors around the world.

§ Encourage everyone on your original email to pass the message along!

§ Email progress updates to acknowledge donors and remind others to donate.

§ Ask donors to inquire within their companies for matching gifts.

§ Ask donors to request a special mention of your involvement on the Walk on their company's website or Extranet.

More Fundraising:

§ Matching Gifts: Remind team members to take advantage of their company's matching programs. Many companies offer matching gift programs to encourage employees to contribute to charitable organizations.

§ Team Incentives: Use fun incentives like team t-shirts to increase team fundraising.

§ Prizes: Don't forget to remind your team members about our 2014 prizes.

Remember: The more you raise, the more you receive!

And, More Fundraising:

In addition to individual fundraising, there are a number of mini-fundraising events that your team can do together to raise extra money and awareness! Below are some examples. Don't be afraid to create your own.

§ Team Dress Down Days: Sell wrist bands or buttons for \$5 in exchange for employee participation in a Friday Dress Down Day, Shorts Day, Sports Team or, a new twist, Formal Wear Day!

§ Food, Food & More Food: Everyone has to eat! Encourage employees to hold bake sales (donuts, cookies, cakes, pies), hoagie sales, pizza sales, ice cream socials or candy sales.

Have local businesses sell (for \$1.00 each) paper *Lights of Hope Lighthouses*. *These* are both a great team fundraiser & visual that lets everyone know you care.

§ Bands for the Future: Show your true colors while helping to raise vital funds to spread hope. Wear our sporty vibrant Walk for the Future bracelet and show your support for LH2911's important work. Bracelets typically sell for \$2 per piece.

5 Incentives

Participating in Team Walk for the Future is a celebration from the time you register to the time you cross the finish line because you are impacting the lives of more than 200,000 people who are in desperate need of Hope for the Future.

Become a part of the Team Walk for the Future Challenge!

The overall top five individual fundraisers and the top five teams will be recognized locally and nationally on Lighthouse 2911 Web sites and newsletters.

MOTIVATE

Be Goal Oriented

Set a team goal and keep it in mind all the time!

Host a Fund-raising Clinic

Invite a representative from Lighthouse 2911 to help your team sharpen their fundraising techniques. We can provide the tools for a letter writing or email campaign.

Remember To Give A Face To The Cause

Keep relating your goals back to your Team Walk for the Future hero. The most effective way to motivate your team is to remind them what/who they are walking for.

Create Friendly Competition

Your coordinator can give you tips on how to solicit local prizes for your top fund-raisers.

Keep In Contact

Make sure the team stays connected by sending out a weekly newsletter with tips and fundraising ideas. Stick To Your Goal! Create a team progress chart to remind your team how close you're getting to your fundraising goal.