

# IDEAS AND HOW TO GUIDE

## BUILD YOUR TEAM

- Send out your page to your friends, family and co-workers. Don't worry if your team members live all over the world or if they don't know each other. This is a worldwide event and a great way to bring people together for a great cause.
- Post your page on social media with an open invite for anyone to join your team. The more the merrier to help you reach your goal and to spread awareness!
- Plan an informational group walk, run or bike ride with potential team members. When you gather to head out for your trek, let them know what you are doing, why it is important and to let you know if they are interested in joining your team.
- Ask each team member who joins your team to invite at least one person to join the team.
- Set a goal for how many team members you would like to be on your team and keep inviting folks until you reach it.
- It is that easy!

## REACH YOUR FUNDRAISING GOAL

- Share your page online using social media! It's easy to share the page to Facebook or Twitter and ask friends and contacts to donate.
- Send out your page via email to family and friends. Ask your family, friends or colleagues to give \$.25, \$.50 or \$1 per mile you plan to log during the month.
- Make a specific ask. For example, if you want to raise \$200, ask 10 people to donate \$20 each. Or ask people to give up \$1 a day in the month of October (less than the cost of a cup of coffee!), which will equal a \$30 donation to your page from each person who takes part.

## GET THE WORD OUT!

**Even if you're not a social media guru, using Facebook, Twitter or other social media platforms can be an easy way to update your friends, family and neighbors about journey to Walk Around the World for New Horizons.**

- **Share your fundraising page** - The easiest way to spread the word is to share your fundraising page which was created when you registered. There is a "Share" button on your fundraising page that will make it easy!

**Tip:** Create an incentive for friends to donate. Tell everyone that if they make a donation to help you reach your goal that you'll post an old photo and/or memory about them to your Facebook page. Or, post a "top 10" list – one reason each day – why friends should support you!

- **Like us and tag us!** Whatever you decide to post on social media – photos, inspirational quotes, updates on your progress, requests for support -tag and follow NewHorizonssfsv.

## Not so into Facebook or Twitter?

Writing and mailing a letter might seem old-fashioned, but it works! Or send an email. A sample email is below.

## **SAMPLE SOCIAL MEDIA POSTS**

Spread the word! Copy and paste these social media posts to share your fundraising page link with all your Facebook friends or Twitter followers! (Fill in your fundraising page link where shown in italics).

### **JOIN MY TEAM SAMPLE POSTS**

- Help @NewHorizonssfV #NHWalktheWorld this October! Join my team!  
[http://igfn.us/vf/NHWALK/\(your name will be here\)](http://igfn.us/vf/NHWALK/(your name will be here))
- Join my team and help NewHorizons! [http://igfn.us/vf/NHWALK/\(your name will be here\)](http://igfn.us/vf/NHWALK/(your name will be here))  
#NHWalktheWorld
- I'm going 5,000 miles for @NewHorizonssfV this! Join my team and help:  
[http://igfn.us/vf/NHWALK/\(your name will be here\)](http://igfn.us/vf/NHWALK/(your name will be here)) #NHWalktheWorld

### **HELP ME REACH MY GOAL SAMPLE POSTS**

- Help @NewHorizonssfV #NHWalktheWorld this October! Help me reach my goal!  
[http://igfn.us/vf/NHWALK/\(your name will be here\)](http://igfn.us/vf/NHWALK/(your name will be here))
- I'm going 5,000 miles for @NewHorizonssfV! Help me reach my goal: [http://igfn.us/vf/NHWALK/\(your name will be here\)](http://igfn.us/vf/NHWALK/(your name will be here)) #NHWalktheWorld

## **SAMPLE EMAIL TO FAMILY AND FRIENDS**

I am participating in New Horizons' Walk Around the World. To support my fundraising efforts, you can make a donation – no donation is too small!

My personal goal is to run, walk, or ride \_\_\_\_\_miles and raise \$\_\_\_\_\_ to help support New Horizons and the over 1,000 individuals with special needs they serve every single day.

There are 2 easy ways you can make a donation:

1. Donate to my online fundraising page: [http://igfn.us/vf/NHWALK/\(your name will be here\)](http://igfn.us/vf/NHWALK/(your name will be here))
2. Donate by check – Make your check out to New Horizons and mail it to:  
New Horizons Walk  
15725 Parthenia St.  
North Hills, CA 91343

All contributions are tax deductible to the fullest extent allowed by law. Making a donation by check or credit card, you will receive an acknowledgement of your gift in the mail or via email (online donations only). Visit [NewHorizons-sfv.org](http://NewHorizons-sfv.org) to earn more about the fantastic work New Horizons does in our community.

## **REACH YOUR MILEAGE GOAL**

- Divide your mileage goal by 25 days and then you will know exactly how many miles you need to cover each day to reach your goal.

- Does your schedule change daily/weekly, making it hard to plan to put aside time each day? Give yourself flexibility to cover the miles anytime during the week. Had a busy week and missed a few days? That's okay, you can always go on long walks on the weekend to cover those miles!
- Plan team walks at lunchtime if that works for your team. Logging miles is a great excuse to get together.
- Make it daily family time by taking an after-dinner walk together.
- Sign up your dog and double your miles. Hey, dogs are man's best friend and would definitely go the distance to help humankind!
- Walk to work. If you can't walk to work, park at the far end of the parking lot.
- Skip the elevator and use the stairs.

## MILE TRACKING

It's go time! This is when the miles start counting toward your own personal goal.

Here's how to track your miles. Download the Mile Tracker Form. It is in an Excel format and available as a PDF. Fill in your destination if you have one, your team name and your name.

1. **Using your pedometer** – Every day, set your pedometer to “zero” and wear it all day. At the end of the day, record the number of steps shown on the pedometer.
  - If you are using the Excel format on your computer, you may type in the number of steps and it will automatically convert your steps to miles for the day.
  - If you are recording your miles on a printed out form, you will have to divide the number of steps by 2,000 to get your miles for the day and record them manually..
2. You may use a mobile app to keep track of your steps/mileage as well. There are many free apps available for your mobile phone – here are a few:
  - MapMyFitness.com
  - FitBit.com
  - WalkingMate.com

Don't forget to keep your friends and family updated on your progress! Send emails, post on Twitter, add an update to your Facebook page! This is a great way to keep people informed and motivated to support your efforts!

\*If you have any questions about don't hesitate to contact Shade Mokuolu at [smokuolu@newhorizons-sfv.org](mailto:smokuolu@newhorizons-sfv.org) or call her at 818 221 0651.