

FUNDRAISING TOOLKIT



TOGETHER WE REMEMBER

#IWALK4 #IRUN4

NAVIGATING THE PEER TO PEER TOOLKIT

- **BEFORE YOU REGISTER -** **PAGE 3**
- **HOW TO REGISTER -** **PAGE 4**
- **ONCE YOU HAVE REGISTERED -** **PAGE 5-6**
 - **PERSONALIZING YOUR PAGE -** **PAGE 5**
 - **PARTICIPANT CENTER -** **PAGE 5**
 - **SOCIAL MEDIA AND EMAIL -** **PAGE 6**
- **ABOUT GOOD GRIEF -** **PAGE 7-9**
 - **WHAT WE DO -** **PAGE 7**
 - **OUR IMPACT -** **PAGE 7**
 - **CONCEPTUALIZING GOOD GRIEF -** **PAGE 8**
 - **FACTS AND STATISTICS -** **PAGE 9**
- **STEPS FOR FUNDRAISING SUCCESS - PAGE 10-13**
 - **GETTING THE MESSAGE OUT -** **PAGE 10**
 - **THANK YOU'S AND FOLLOW-UPS -** **PAGE 11**
 - **GOOD GRIEF RESOURCES -** **PAGE 12**
 - **THANK YOU!** **PAGE 13**

BEFORE YOU REGISTER

Why Get Involved in Good Grief's 5K Run & Walk?

Good Grief's 2022 5K Run & Walk helps honor and remember those who we have lost, while creating community for those who are grieving. The support of the community is integral to Good Grief's healing mission, which means participating is crucial to helping the children and families we serve. Furthermore the event helps raise awareness and critical funds for grieving families who use Good Grief's services.

Good Grief builds resilience in children, strengthens families, and empowers communities to grow from loss and adversity, and it is 100% privately funded. The programming is free of charge to all participants for as long as they need the support.

You can find detailed information on the need for Good Grief and the work we do in the *About Good Grief* section below.

Why Fundraise for Good Grief?

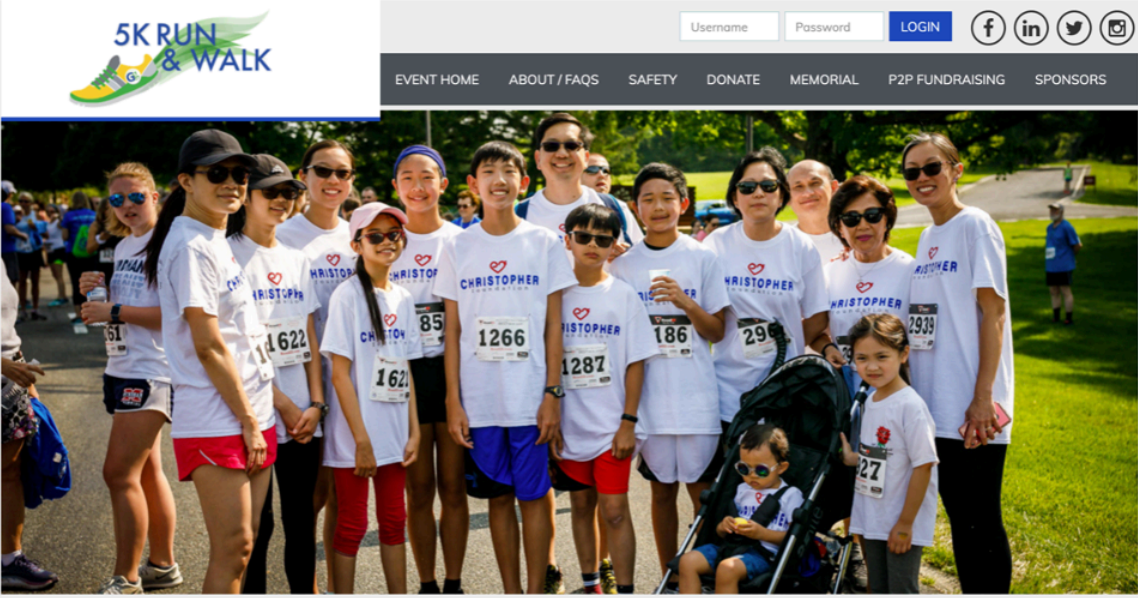
Our vision, our mission and our work are all defined by our goal – to support, raise awareness, and advocate for grieving children and families. We want to ensure a future where no child ever has to grieve alone, because every child and every loss matters to Good Grief.

HOW TO REGISTER

Ready to Take Your First Steps?

Start by visiting support.good-grief.org to register for Good Grief's 5K Run & Walk. You can register as an individual, join a team, or start a team.

*If you will register individuals other than yourself, or need assistance inviting others to join your team, you can use the participant registration guide



REGISTER AS AN INDIVIDUAL	START A TEAM	JOIN AN EXISTING TEAM	DONATE
Participate on your own	Captain a team and invite others to join you	Join someone you know and help them meet their team goal	Unable to participate? You can still support by giving directly

NOW THAT YOU HAVE REGISTERED

Personalize Your Fundraising Page

After you have registered you will be prompted to set up your personalized peer-to-peer fundraising page. This is where you will direct your supporters to donate to your campaign. A personal story compels others to give, and also builds rapport amongst our inclusive community. Add a picture, personalize your story and share why you are supporting Good Grief, and who you are running or walking in memory of. This page should reflect your personal story and connection to Good Grief, however you can always incorporate additional information or facts as you see fit. Refer to the about Good Grief section for detailed information on the need for our programs, how we help our community and facts about our program efficacy.

Welcome to My Personal Page



I am excited to be participating in Good Grief's 2021 5K Run and Walk! This event helps us to honor and remember those who we have lost, while creating community at a time when isolation and loneliness are all around us. I decided to join the event to help raise awareness for grieving families and to help raise critical funds for Good Grief. Good Grief builds resilience in children, strengthens families, and empowers communities to grow from loss and adversity. Good Grief is 100% privately funded, and their programming is free of charge to all participants for as long as they need the support. With every donation you make to support my efforts, Good Grief is able to ensure their programming remains free of charge to the families who need it the most. Every dollar makes

a difference, so please hit the donate button and make a gift today in support of Good Grief and my 5K Run and Walk efforts!
Want to join me in making a difference? Register today and Run or Walk with me!
Thank you so much!

Promote and Share with the Participant Center

Use the resources within your Participant Center to tell your family, friends, co-workers, neighbors, and your extended network about Good Grief's 5K Run & Walk! Share your reason for participating, who you are walking in honor or in memory of, your fundraising goals, and encourage them to support your efforts and join you.

There is a built-in email tool in your Participant Center with pre-set templates. Use these templates, or type your own message to send to your network. Emails will automatically include a link to your personal page. Use this resource to recruit and manage your team with motivational messages, follow-ups and thank yous.

Do you need help registering other participants or utilizing the Participant Center? Refer to the participant registration guide.

Use Social Media and Email

Keep your supporters and Good Grief in the loop of your progress every step of the way. Share those milestones with the world – we want to know when you have reached 25%, 50%, and 100% of your goals!

On your personal fundraising page there are buttons at the bottom that take you directly to your social media networks to share your fundraising page link with your friends and family. Always use the hashtag **#IWalk4** or **#IRun4** when you share.



You can also choose to copy the URL for your personal page and imbed it yourself in a social media post, email, text or other outreach. Go to your participant center, edit the URL if you choose, and copy and paste it into whatever message or media you are sending.

Personal Page

Customize your Personal Fundraising Page [URL Settings](#)

URL:

<http://support.good-grief.org/goto/feeltheburn>

Encourage Others

Get everyone you know involved! The more participants we get, the larger our supportive community grows. The bigger our community grows, the more awareness and funds for grieving children we will raise. And the more we come Together to Remember.

Use our resources

Proactive outreach, strong messaging and a clear call to action are all essential to maximizing the impact of your fundraising. Use the *About Good Grief* and *Steps for Fundraising Success* sections below to help craft your message and disseminate it to as wide an audience as possible.

ABOUT GOOD GRIEF

What We Do

Good Grief builds resilience in children, strengthens families, and empowers communities to grow from loss and adversity. We achieve our mission through four key initiatives:



Family Support Centers: Our nationally respected programs equip grieving families with the support and tools they need to face their grief. From the start, Good Grief helps families develop healthy coping skills, provides a caring environment to process their feelings, and creates a sense of hopefulness.



Satellite Locations: Urban youth have difficulty accessing resources outside of their communities, and few providers directly address bereavement, despite its many risk factors. Good Grief fills this gap in support through an easily accessible program directly in the communities where families live, learn, and play.



Grief Expressions at Camp Clover: Proudly sponsored by Atlantic Visiting Nurse, our full-immersion summer camp program for first through eighth graders who have experienced the death of someone important in their lives. Grief Expressions provides kids with the unique opportunity to use their creativity and imagination in a safe environment for the purpose of expressing their grief.



Good Grief Schools: Our school-based programs take a [comprehensive approach](#) to help children build resilience and to overcome loss and adversity. Good Grief Schools supports the entire school community through four components: (1) R2R, which teaches K-12 students how to build healthy coping strategies and resilience; (2) Good Grief Groups, which supports students grieving the death of someone important in their life; (3) Professional Development, which equips faculty and administrators to effectively respond to loss and adversity; and (4) Parent Education, which helps parents and caregivers become more supportive and responsive to the children in their lives. www.goodgriefschools.org.

Our Impact

Good Grief supported 1,097 participants through our direct service programming in our Family Support Centers and satellite locations in 2021. It was our 14th consecutive year of programmatic growth. We also expanded our Good Grief Schools program, and partnered with 240+ schools in NJ, PA, and NY.



Conceptualizing the work Good Grief does

- Childhood bereavement is a public health threat
 - **Why:**
 - A grieving child is made vulnerable with high-risk factors including poor performance in school, depression, anxiety, obesity, addiction, suicidal ideation and a myriad of other unhealthy coping behaviors
 - According to the Harvard Center on the Developing Child, chronic stress from childhood bereavement becomes toxic and impacts a child's body with increases in heart rate, blood pressure, and stress hormones like cortisol
 - Without support, toxic stress rewires the architecture of a child's brain and impacts cognitive development, leading to developmental delays, long-term health issues, and an overall decrease in life expectancy
 - **What is the solution:**
 - Risk factors associated with childhood bereavement are mitigated when a sense of community and "connectedness" are provided for an extended period of time
 - In order to ensure the health of children and teens facing bereavement, their environments require education and resources to effectively provide support
 - Grieving children need a framework for social-emotional intelligence
 - **How is Good Grief addressing the problem:**
 - Good Grief's evidence-based programming equips our children and families with the necessary coping skills required to face grief and other adversity
 - Peer support programs, such as Good Grief's, are widely accepted as the most effective intervention in facilitating post-traumatic growth and reducing toxic stressors to manageable levels
 - Our groups support children and adults by reducing isolation, teaching resilience, creating a safe environment to remember and share one's story
 - **How successful is Good Grief programming?**
 - Good Grief has over seven years of data demonstrating our ability to radically diminish risk factors and promote safe and supportive environments for grieving children and families
 - In addition to the thousands of lives we have impacted through our direct programming, our comprehensive education and advocacy efforts have raised awareness around the needs of grieving children, reduced stigma around death and grief and influenced professionals who interact with grieving children on a regular basis
 - What do our families think of our programs?
 - 94% found Good Grief helped to reduce their sense of isolation and loneliness
 - 91% found Good Grief provides a safe environment to explore their feelings
 - 94% found Good Grief to be a supportive community that improved their sense of connection and belonging with others
 - 97% would recommend Good Grief to others following the death of a parent or sibling

Fast Stats:

- 1 in 7 children in America will lose a parent or sibling before the age of 25
- In NJ alone there are approximately 280,000 grieving children
- One in every 1,500 secondary school students dies each year
- More than 1,500,000 children live in a single parent household because of the death of a parent
- It is estimated that 140,000 children lost a parent due to Covid
- 7 in 10 teachers currently have at least one student in their class who has lost a parent, guardian, sibling, or close friend in the past year
- Good Grief facilitates healthy coping in the lives of more than 900 children each month
- Good Grief has grown and expanded programs for 14 consecutive years

Steps for Fundraising Success

Ask

Get out there and ask for support. Email, social media, calls, texts - it doesn't matter how, it just matters that you do! We have provided a sample email template and phone call script to get you started; remember to customize these and make them your own. Use the statistics and Good Grief conceptualization above to craft your own social media post and #Iwalk4 or #Irun4.



Tip: People are more likely to respond if you ask them one-on-one. And don't forget to broaden your reach to include extended family, co-workers, neighbors, school friends, and anyone else in your life who might support your fundraising.

Tip: Consider using the statistics and conceptualizing Good Grief sections above to illustrate the need for and success of our programs.

Get Social

Utilize your social media to connect with your network to fulfill your fundraising goals and share your goals along the way – Facebook, Instagram, Twitter, LinkedIn, TikTok, etc. Don't forget to use the hashtags #IWalk4 #IRun4



Tell Your Story



Share with others why you fundraise for Good Grief. Customize your fundraising page so people know why raising money for grieving children is important to you, including photos, goals, and more. Adding a picture to your personal page and messaging increases the likelihood of people donating to you!

Bring Us Along For Every Mile of Your Journey!

Utilize social media to share your your updates to see how you are reaching your fundraising goals! Don't forget to tag us!



Set Goals For Yourself

Keep yourself motivated by setting realistic goals to accomplish, and treating yourself when you reach them. Try and set an achievable goal each week and take steps to meet it, such as asking friends and family for their support, posting on social media, and sending individual follow-ups to get your network to participate or donate.

Follow Up

People are busy, but don't let that hinder your success. Send reminders to potential supporters and don't be afraid to ask again.





Thank

Thank your supporters when they make a gift, when they refer a new donor, or when you reach campaign milestones, such as 50%, 75%, and 100% of goal met. A happy donor is a repeat donor. Take a minute to convey your appreciation for someone's support and you may find they will support you again!

Saying Thank You

You can never thank people enough for their generosity and support. It's better to thank people as soon as they have made their gift, so make sure you're set up to receive alerts when someone has donated to your page. The donor will receive an automated thank you with a receipt, but it's always nice to add your own personal touch. You can always find a reason to say thank you. Here are some great reasons to thank your supporters:



- **When they make a gift**
- **When they refer a new donor**
- **When you've reached 50%, 75%, and 100% of your goal**
- **On social media to show appreciation of their support and encourage others to give (or give again)**

In your Participant Center there are thank you built in email templates tool for your use. Use our templates or personalize your own!

Don't Stop There



Don't just thank your donors, show them the impact of their donations. People love to hear about the impact of their gifts. Follow up with them in 3 or 6 months, and share news from Good Grief about how their donations are supporting grieving children and families. Remind them of their support and you'll make it even more likely that they'll support you again for your next fundraiser.

Good Grief Resources

Follow us on social media to get inspiration and to stay up-to-date on all things Good Grief.



Facebook - <https://www.facebook.com/goodgriefnj/?fref=ts>



Instagram - <https://www.instagram.com/GoodGriefNJ/>



Twitter - <https://twitter.com/goodgriefnj>



LinkedIn - <https://www.linkedin.com/company/goodgriefnj>



YouTube - <https://www.youtube.com/channel/UCkCvnmXued3tVjcjJu8yvKA>

Employer Matching Gifts



Double your impact when your company matches your gift. Contact your Human Resources Department to see if your company offers an Employee Matching program. Remember to remind your supporters to do the same.

Get in Touch

If at any point you need fundraising help, have questions about Good Grief's *5K Run & Walk*, or just want to say hi, contact:



Jeremy Schiff

jeremy@good-grief.org

**MUCHA
S**

DANKE!

XIE XIE!

THANK YOU!

On behalf of our staff, volunteers, children, and families, we sincerely thank you for participating in our 5K Run & Walk. Thanks to you, we are closer to building a world where no child has to grieve alone.

GRAZIE!

OBRIGADO!

TAKK!

Good Grief's mission is to build resilience in children, strengthen families, and empower communities to grow from loss and adversity.

Good Grief, Inc. is a 501c(3) organization, Federal Tax ID #20-0514996.
All donations are deductible as charitable contributions for federal income tax purposes

