



Walk a Mile in Her Shoes® South Okanagan

www.sowins.com/wamso

Become a champion for violence and abuse survivors by organising a team and competing to raise the most funds in advance of the walk. Ready, set... go!

Please, join us for the 4th Annual SOWINS Walk a Mile in Her Shoes event. This great event will have you sporting a fun pair of red heels (or sandals) while you walk to help end violence and abuse and raise funds for this critical community issue.

This beautiful walk along the lakeshore will include music, guest speakers, food and drinks and the ceremonious flags demonstrating how much you have helped over the years!

You can be a part of the solution:

YOU can help local women flee to safety, a warm bed, full tummy and a plan for a new life!

YOU can see the most vulnerable children and youth in our community escape a life of family violence!

Set your fundraising goal and change lives for local women and children!

Asking for support/money can be tough so here is your fundraising checklist to get you started and successful in achieving your fundraising goal.

- ✓ **What is your personal connection to the cause?** Be sure to share this story with your friends, family and contacts as you ask for support. This is your story, your cause not just a great cause to give to.
- ✓ **Support your cause.** Be sure to support your campaign with your own donation. Even if you donate \$10, it will show your supporters that you are vested in the cause.
- ✓ **Don't be afraid to ask for an amount.** If you ask for \$20 you are more likely to get \$20 donations than \$5 or \$10.
- ✓ **Set a reasonable goal, you can always raise it later.** Unattainable goals are self-defeating. Start in a place that is comfortable. If you get there, you can always move it up later. It is your personal page! Minimum suggested target is \$250.
- ✓ **Getting the word (and ask) out!** While social media is a great way to fundraise, email still gets the most donations. A personal email from you will bring in the best results.

- ✓ **Be sure to post your progress.** Let your supporters know how you are doing. You can post on social media or send an email, just keep them in the loop.
- ✓ **Let your supporters know where the money is going!**

Did you know?

- ✓ 1 in 4 solicitation emails from peer-to-peer fundraisers results in donations versus 1 in 1,250 sent by the fundraising organizations themselves
- ✓ Peer-to-peer campaigns drove 26% of Facebook traffic to donation pages versus 16% of Facebook traffic from all fundraising campaigns
- ✓ Participants using 1 mobile tool raised 2.2 X more than the non-mobile group



About SOWINS

SOWINS (South Okanagan Women in Need Society) is a registered local non-profit society that provides services for women, children and families who have experienced, or who are at risk of experiencing, violence or abuse in the South Okanagan.

Last year, over 2500 women and children connected to SOWINS in the South Okanagan area. Services included; a 24 hour crisis line, emergency shelter, long term and second stage housing, counseling and information, and outreach services which provide specific counseling for children who witness abuse and pre-employment/life skills training.

Step up and take a stand against this critical community issue. Help end the violence and raise funds. Every dollar raised is invested locally to help save and change lives. Be a part of the change!

We are here to support you!

Your SOWINS Fundraising Support is:

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