

Help us reach \$50,000 raised before our Movement Week Kicks Off on April 24th!

It can be difficult to reach out to others for donations, but we've found that [sending personalized notes explaining your cause will get others excited about our mission and motivated to help you out](#). These weeks leading up to the movement week are our opportunity to inform our friends & families about the importance of quality local mental health services... and to show our pride in working to provide mental health services!

Here are 3 helpful suggestions from our top fundraisers on how to help Gilead reach our \$50,000 fundraising goal:

1. **Send personalized messages:** In addition to posting your fundraiser on social media, it is most helpful to send individual messages to your friends and family. Your Charity GoFundMe link can easily be copied and pasted into an email or text message. (Contact Jen at jbishop@gileadcs.org if you have any questions about how to find and send your GoFundMe link!) Below is a sample message and a photo from last year's race that you can use for your personal emails/texts!
2. **Ask friends and family to Sponsor a Client or Sponsor a Program:** A \$250 Sponsor a Client donation provides a Gilead client with a **new pair of sneakers** to train and walk/run/move in during the movement event, training support (which includes **healthy snacks**) and **incentive rewards** such as headphones, pedometers, workout socks, raffle items, and participation medals. In addition, this sponsorship will pay for the client's **registration and T shirt** for the movement event. The April Road Race/Movement Week is such a special event for Gilead's clients and these sponsorships help make it happen.

In addition to the items a sponsor a client donation helps provide, a \$500 Sponsor a Program donation provides movement equipment for programs as requested by clients. Last year, everything from jump ropes and hula hoops to volleyball nets and ping pong tables were provided to homes to enjoy all year long.

(Copy and paste the text above into an email or text to invite your friends/family to sponsor a client or Program! Another helpful tip is to make your fundraising goal \$250 or \$500 and share that goal with family/friends in your personal note... this way your fundraising will help a Gilead client or program participate in the race!)

3. **Set a fundraising goal on GoFundMe and add your photo to your profile!** These small steps show your friends and family that this fundraiser really does belong to you, and a fundraising goal motivates others to help. People love to see your photo and it helps confirm that Gilead is a cause important to you!

Having just 10 friends support your mission with \$20 donations will increase our fundraiser by \$200 per team member! This is the kind of support that will make our 2021 Move for Every 1 a success and help Gilead continue living out our mission.

If you have any questions or concerns, please reach out to Jennifer Bishop at jbishop@gileadcs.org !

Sample Fundraising Note

Hello [insert individual's name here],

I am reaching out to you for your help. As many of you know, I am a big supporter of Gilead Community Services, a non-profit agency which provides support services, housing, and clinical treatment for individuals living with mental illness. Gilead has formed a team of walkers, runners, dancers, whiffle ball enthusiasts, yogis, squatters and movers for the Move for Every 1 weeklong event, April 24-30, 2021. We hope that our involvement in this movement event will raise awareness about mental illness and also raise funds for our agency.

Do you know that 1 in every 5 Americans live with a mental illness?

Picture 500+ brightly clad TEAM GILEAD members moving in all different ways across the state, educating more and more people about mental illness with every move we make.

You can support the effort! If you are unable to join us in moving during the week, consider helping me to reach my fundraising goal of \$250 which is the amount needed to sponsor a client to move. This \$250 will pay for new sneakers, the registration fee, incentive gifts, and a t shirt. You can make a donation in my name on our **GoFundMe** fundraising page at [insert your GoFundMe Page link here]

GoFundMe has a minimum donation of \$10, but if you would like to donate less than \$10 or if you just prefer to donate with cash or check you can send that to:

Gilead Community Services
P.O. Box 1000
Middletown, CT 06457
(Indicate that your donation is going towards me.)

Thank you all in advance for your generosity!

2020 Move for Every 1 Collage

(Right click on the picture and click "Save as Picture" to save the photo to your computer. Or copy and paste the photo into an email or text!)

