



**GILLIAN'S
PLACE**

Walk
a mile in HER shoes

The Men's March to End Violence Against Women

FUNDRAISING TIPS

Take advantage of social media.

Access our social media tool-kit at walkamileinhershoes.ca to raise awareness on violence against women and raise funds for your campaign.

Don't underestimate the ask.

You will be surprised how far an ask will get you with potential supporters.

Make it personal.

Share why you are participating in Walk a Mile in HER Shoes. You can share a story, your goal and why it is important to end violence against women. Whenever possible, ask for support in-person.

Challenge yourself.

What can you offer in exchange for a donation? Higher heel? Extra lap around the Pen Centre if you double your goal? Donors love upping the ante!

Follow up.

People are quite busy, so it never hurts to send a reminder text, email, or call.

Say thank you.

Ensure you thank every person who donates to your Walk a Mile campaign. Post on social media how much you raised, give them a call or send them a text to show your appreciation for their support!