

Participant Toolkit

Highmark Walk with New Bethany Ministries



HIGHMARK®



WALK FOR A HEALTHY COMMUNITY

Highmark is an Independent Licensee of the Blue Cross and Blue Shield Association



@NewBethMin



@NewBethMin



NewBethanyMinistries.org



GETTING STARTED

MAXIMIZING YOUR IMPACT



1

JOIN A TEAM

Visit [here](#) and choose “Click Here to Join an Existing Team”. Click on the New Bethany Ministries Team. Fill out your contact information and make your first donation. Share your page with family and friends! All donations made to your page will contribute to your team goal.

2

PERFECT YOUR PAGE

Once you’ve registered, spice up your page! Click the tab for the page you want to edit and add a profile photo, create a personalized message, and reset your fundraising goal. You can also use the email tab to send messages to others about your fundraising efforts.

TIP: People are more likely to donate if others have too. Make a donation to your own page to get started!

3

INSPIRE THROUGH WORDS

Writing personalized letters or emails to friends and family are excellent ways to spread the word.

TIP: Tell your personal story of why you are raising funds! Feel free to reference this toolkit or our website for information about what the money is supporting. Be sure to include a link to your fundraising page!

4

SHOUT OUT ON SOCIAL MEDIA

Use social media to increase awareness and encourage donations. Post to Facebook about your fundraising events or donation page, tweet updates when you hit a fundraising goal, or share posts directly from New Bethany Ministries’ social media.

TIP: Not all posts have to be about donating. Change it up with inspiring stories, interesting research, or personal testimonies!

5

ATTITUDE OF GRATITUDE

Don’t forget to thank your donors! We want all supporters to understand how their gift benefits New Bethany’s Spring Against Hunger Appeal. A phone call, email, or letter is always an appreciated gesture.

TIP: If donors are comfortable with it, thank them on social media or directly on your fundraising page as an added touch.