

SUPPORTING ALL PEOPLE CHALLENGED IN BUILDING A FAMILY

VIRTUAL WALK OF HOPE

Fundraising GUIDE



VIRTUAL



 **resolve**

THE NATIONAL INFERTILITY ASSOCIATION



@walkofhoperesolve
@resolveinfertilityorg



@resolveorg

DONATE NOW AT [RESOLVE.ORG/WALKOFHOPE](https://www.resolve.org/walkofhope)

Welcome to the RESOLVE Virtual *Walk of Hope*

Thank you for giving of your time and talents in fundraising for RESOLVE! We are so grateful for you and your passion for the community we serve. Each dollar that comes into RESOLVE is used with the utmost of care to not only achieve our mission but to grow it. Your fundraising allows us the unrestricted funds to grow our support groups, raise public awareness, increase our access to care programs, and be the community we need to be for every person struggling to build their family. RESOLVE was such a comfort to my husband and me when we were on our family building journey. I know how impactful it was for me and what a difference it made for us. That is what drives me each day – knowing we can make a profound positive difference in the lives of so many. Thank you for choosing to raise your voice and sharing your story. Together, we can change the status quo and make a real difference!



Barbara Collura – President & CEO, RESOLVE

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WHAT IS THE VIRTUAL WALK OF HOPE?

The Virtual *Walk of Hope* is a fundraising event that benefits RESOLVE: The National Infertility Association's mission to ensure that all people challenged in their family building journey reach resolution through being empowered by knowledge, supported by community, united by advocacy, and inspired to act. Get involved in three easy steps:

- 1** Find a Walk of Hope at www.resolve.org/walkofhope. Register, then set up and personalize your own fundraising page.
- 2** Ask your friends, family, and co-workers to donate in your honor. It's a great way for them to support you and a cause you care about.
- 3** Once you register you will receive information to join RESOLVE on the app, MoveSpring, to participate in activity challenges to get you moving in solidarity with those who have struggled and who continue to struggle to build their families.

WHY DO WE WALK?

We walk as a community because we want EVERYONE who is struggling to build a family to have access to information, emotional support, and any family building option that is right for them.

The Virtual *Walk of Hope* provides participants with a tangible and fun way to fundraise towards RESOLVE's programs and services. Whether it is awareness campaigns, state and federal advocacy, or our many support programs, RESOLVE is actively reaching out and asked as a respected voice of the community, to help increase public knowledge. We rely on donations to be able to continue serving the family building community.

HOW MUCH DO I HAVE TO FUNDRAISE?

There is no required fundraising amount for RESOLVE's Virtual *Walk of Hope*, but we recommend setting a \$250 fundraising goal. Reach your \$250 fundraising goal and you will receive a VIP Swag Bag (includes t-shirt, tote bag, commemorative frame).

When you register for the Virtual *Walk* you are automatically assigned a personal fundraising page and gain access to the virtual activity tracking app, MoveSpring. MoveSpring can also be accessed through a desktop computer.

Special recognition will be awarded to fundraisers who raise \$1000+.

YOUR FUNDRAISING MAKES A HUGE IMPACT



Your in Action



National Infertility Awareness Week® (NIAW), founded by RESOLVE in 1989, is the largest public awareness campaign that addresses the public health issue of infertility. NIAW media coverage includes features by CNN, Forbes, Good Morning America, Today, Refinery29, and more.

Website: www.resolve.org offers wide ranging information on the family building journey.



Support Groups: RESOLVE maintains a network of peer and professionally led support groups which provide local support for people struggling to build a family. As of 2019, there are 270 support groups in 43 states and Washington D.C.

Helpline: RESOLVE offers a free helpline, 866.NOT.ALONE (866.668.2566), that connects callers to trained volunteers who have experienced infertility.



RESOLVE fights for the rights of women & men struggling to build their families.

State Advocacy: As of 2019, 21.8 million people access to IVF and/or fertility preservation (FP) insurance coverage due to our state advocacy efforts.

Federal Advocacy: A record-breaking 234 advocates attended 174 scheduled meetings at RESOLVE's annual Federal Advocacy Day in Washington D.C. to educate our lawmakers about issues that matter to our community.



Coverage at Work: A total of 381,260 employees have IVF benefits due to RESOLVE's Coverage at Work initiative.

"INFERTILITY IS A DISEASE AND A PUBLIC HEALTH ISSUE AND IF TREATED AS SUCH BY FRIENDS AND FAMILY, EMPLOYERS, THE MEDIA, INSURERS AND LAWMAKERS, THOSE THAT EXPERIENCE INFERTILITY WOULD FEEL MORE SUPPORT AND BE ABLE TO REACH THEIR RESOLUTION."

Rebecca Flick - Chief External Affairs Officer, RESOLVE



Your Donations / at work ☆



\$25



covers the daily cost of monitoring state legislation to ensure that no bills are passed that threaten family building options such as IVF, adoption, and surrogacy. (A total cost of \$175 per week; \$750 per month).

\$60



supports one day of RESOLVE's Helpline program - a free service to those in need of one-on-one support.

\$125



underwrites the cost for RESOLVE to recruit and train one media volunteer to present positive images and accurate information to the media regarding infertility and adoption issues.

\$150



covers the online costs to instantly mobilize grassroots support when legislation threatens family building options.

\$250



covers the daily cost of keeping the RESOLVE website updated with education and support resources on family building options for men and women with infertility. (A total cost of \$1,750 per week)

\$425



underwrites the cost of arming a RESOLVE advocate to fight for financial relief through changes in public policy.

\$500



underwrites recruiting and training a volunteer to offer one new RESOLVE support group in a community with no local RESOLVE services.

THE FUNDRAISING ASK



1

Identify the need of the community.

2

Make it personal.

3

Share what you are doing for the cause.

4

Be specific with your ask.

Fundraising ask examples:

“ Nationwide, couples are struggling to build their families because of barriers to access to treatment and other family building options. I'm grateful I had the opportunity to build my family, but I will never forget my tireless journey. And that's why I'm fundraising for RESOLVE's Virtual *Walk of Hope* this year, to ensure that people struggling with infertility have the access to care they need to build their families. With your help, we can ensure RESOLVE can continue to fight for access to care to all family building options. Will you support me by donating \$50?”

OR

“ 1 in 8 couples struggle to build their families due to infertility issues. Unfortunately, so many men and women with infertility suffer in silence and, as a result, they feel isolated. As someone who is part of the 1 in 8, I'm grateful to have a community to remind me that I am not alone. And that's why I'm fundraising for RESOLVE's Virtual *Walk of Hope* this year, to ensure that those who are struggling with infertility also know that they are not alone. Help me ensure that RESOLVE can help more people find the support and resources they need while making life changing decisions in their family building journey. Will you support me by donating \$50?”

THE FUNDRAISING ASK

STEP 1:

Identify the need of the community.

"Nationwide, couples are struggling to build their families because of barriers to access to treatment and other family building options."

"1 in 8 couples struggle to build their families due to infertility issues. Unfortunately, so many men and women with infertility suffer in silence and, as a result, they feel isolated."

STEP 2:

Make it personal. Why does this cause matter to you?

"I'm grateful I had the opportunity to build my family, but I will never forget my tireless journey."

"As someone who is part of the 1 in 8, I'm grateful to have a community to remind me that I am not alone."

STEP 3:

Share what you are doing for the cause.

"And that's why I'm fundraising for RESOLVE's *Virtual Walk of Hope* this year, to ensure that people struggling with infertility have the access to care they need to build their families."

"And that's why I'm fundraising for RESOLVE's *Virtual Walk of Hope* this year, to ensure that those who are struggling with infertility also know that they are not alone."

STEP 4:

Be specific with your ask.

"With your help, we can ensure RESOLVE can continue to fight for access to care to all family building options. Will you support me by donating \$50?"

"Help me ensure that RESOLVE can help more people find the support and resources they need while making life changing decisions in their family building journeys. Will you support me by donating \$50?"

**Give those you have asked time to consider making a donation.
No answer does not always mean they are not interested.**

TIPS FOR FUNDRAISING SUCCESS



1

Kick off your fundraising with a self donation

Self-donations encourage others to donate to your cause because it demonstrates that you are committed to your fundraiser and passionate about the cause.

2

Don't be Afraid to Ask

Understand that there will be "No's": And that's ok! Maintain a 'no hard feelings' policy and never put people on the spot. If they are not able to give, thank them anyway and move right along in the conversation. Remember that you can't raise money to help those struggling to build their families if you don't ask for support. Be proud of what you're doing and your supporters will be proud to help you.

3

Think big

Don't limit yourself by asking for a smaller amount than they may have in mind. You'll be surprised at what people are willing to give!

4

Be urgent without being pushy

People naturally respond to deadlines. Set a deadline for when you need to raise the money by. Don't be surprised if a lot of the giving happens in the last few days before the deadline, it's a very natural donor behavior. In addition, consider providing an incentive to individuals who donate between a specific time frame; i.e. free car wash, baked goods, or a special social media shout out.

5

Take it offline

Mass emails or Facebook blasts get lost in the clutter. When we see we're one of 100 people on a message thread, it begets apathy, as we assume the other 99 will give generously. Small group settings or face-to-face occasions are great to tell people about what you are up to and the personal setting can increase the likelihood of them making a donation.

6

Follow up

No response does not mean a "No" response. The people you reached out to may have put your request in their "to do" pile then forgotten about it. We're all busy, it happens! A friendly reminder could be what it takes to reach your goal! Be sure to include a link to your personal fundraising page.

7

Find out if your work provides matching gifts

Many companies have matching gift programs that will match all or part of their employees' donations to charitable organizations like RESOLVE. Ask donors to check with their Human Resources department to find out if they are eligible, or **visit RESOLVE's workplace giving web page.**

TEAM CAPTAIN GUIDE

Team-building timeline:

- 1 Decide to be a team captain!
- 2 Set up a team fundraising page.
- 3 Decide how big you'd like your team to be (this is called your "recruitment goal").
- 4 Decide whom you'll invite to join your team. Start with your closest connections – friends, coworkers, family members, or those people you see on a weekly basis.
- 5 Ask people to join your team! Pick up the phone or set a coffee date if you can, because in-person asks are the most effective. If you can't call, then email! The number one reason people join your team is that they are asked.
- 6 Follow up with anyone who hasn't given you a "yes" or "no" to join your team.
- 7 Post messages on social media to let people know about your team building.

Team motivation

Being part of RESOLVE's community of like-minded supporters is a great motivation. But it's important to remember that your attitude and enthusiasm will determine how motivated your team is. Here are some ways to provide an extra boost of motivation to your team members:

Host a team kick-off. Gather your teammates for an informal get together to launch your fundraising. It's best to supplement these meetings with food and beverages to make it feel like a party and not an obligation. Take pictures to post on your fundraising pages and social media!

Create some friendly competition among team members. Here are some simple challenges that you can establish for your team members. The prizes for these titles don't have to be elaborate – in fact, sometimes bragging rights are enough.

- Who can raise the most money in one week?
- Who has received the largest donation to date?
- Who has sent out the most personal fundraising emails?
- Who has made a personal donation?
- Who has the highest goal?
- Who has met and increased their goal?

Keep your team updated on event day details.

Send your team members thank-you notes.

Let them know how much you enjoyed their company and appreciate their contributions.



FUNDRAISING WITH YOUR TEAM

Share these three fundraising tips with your team members to help them meet and exceed their fundraising goal:

1

Set a goal. Talk to every team member about setting a fundraising goal for RESOLVE's *Walk of Hope*, and challenge them to set the bar higher. Setting an ambitious goal not only motivates them, it motivates you as their team captain, and it motivates other fundraisers. You'll show your team members that everyone shares in the responsibility of fundraising.

2

Make a personal donation. Making a donation to your own fundraiser shows your team members that you are committed to this cause and to your team's success. Encourage them to do the same – you should be the first person to contribute to your fundraiser.

3

First, ask the people most likely to donate. Make a list of all the people you know and rank them, starting with the people you're closest to. First ask those most likely to donate. Those early donations will build confidence and momentum.



OTHER TEAM-FUNDRAISING IDEAS

There are endless opportunities to fundraise collectively, as a team. A few include:

- Bake sale
- Car wash
- Casual day at work
- Garage sale
- Lemonade sale
- Paint night
- Potluck dinner
- Ping pong, tennis, bowling, softball, or any athlete event

Remember to enter any money you or your teammates raise on the above ideas into the online fundraising website so that the funds can count toward your fundraising goal.

INFERTILITY FACTS

What is infertility? As defined by The International Committee for Monitoring Assisted Reproductive Technologies (ICMART), infertility is a disease characterized by the failure to establish a clinical pregnancy after 12 months of regular, unprotected sexual intercourse or due to an impairment of a person's capacity to reproduce either as an individual or with his/her partner.

Infertility affects men and women equally. Approximately one-third of infertility is attributed to the female partner, one-third attributed to the male partner and one-third is caused by a combination of problems in both partners or, is unexplained. (ASRM; reproductivefacts.org)

Is infertility a common problem? Yes. About 6% of married women up to 44 years old in the United States are unable to get pregnant after one year of trying (infertility). Also, about 12% of women up to 44 years in the United States have difficulty getting pregnant or carrying a pregnancy to term, regardless of marital status (impaired fecundity).

What are the signs & symptoms of infertility? Often there are no signs or symptoms associated with an infertility problem. Listening to your body and getting regular checkups will help to detect a problem. Early detection and treatment of a problem are often critical in achieving successful pregnancy outcomes later.

The Affordable Care Act (ACA) does not require coverage for infertility treatments. Those states with an infertility mandate that covers IVF may have chosen an Essential Health Benefits (EHB) benchmark plan that includes the IVF mandate. The EHB impacts the individual and small group markets only in each state.

Insurance Coverage. 16 states have either an insurance mandate to offer or an insurance mandate to cover some level of infertility treatment. Ten of those states have an insurance mandate that requires qualified employers to include IVF coverage in their plans offered to their employees: Arkansas, Connecticut, Delaware, Hawaii, Illinois, Maryland, Massachusetts, New Jersey, New York, and Rhode Island.

Treatment. Approximately 85-90% of infertility cases are treated with drug therapy or surgical procedures. Fewer than 3% need advanced reproductive technologies like in vitro fertilization (IVF). (ASRM; reproductivefacts.org)

SOCIAL MEDIA POSTS

 @walkofhoperesolve
@resolveinfertilityorg

 @resolveorg

There should be no shame in speaking about infertility. That is why I'm helping to break the silence surrounding fertility by fundraising for the @RESOLVE Virtual *Walk of Hope*. Please support me by making a donation!

Most of us spend our teenage and young adult years hearing messages about preventing pregnancy. Then it seems that everyone goes silent when there is a struggle. The @RESOLVE community helps those struggling with infertility find their voice. Help me ensure they are not alone. Please donate to my page!

I want EVERYONE who is struggling to build a family to have access to information, medical care, emotional support, and the family building option that is right for them. That's why I'm fundraising for RESOLVE's Virtual *Walk of Hope*. Will you donate to my fundraiser (link to your fundraiser here) today?

Infertility is COMMON. It affects 1 in 8 couples. Chances are, someone you care about is affected by infertility. Help me ensure @RESOLVE can continue to improve the lives of those facing infertility. Please support me by making a donation!

People often hesitate to talk about #infertility, but the more we talk about fertility the less of a stigma there becomes. Through @RESOLVE's Virtual *Walk of Hope* more people will realize they are not alone. Support my *Walk* page by making a donation!

As one of the 1 in 8 who have faced fertility challenges, I'm proud to be fundraising for @RESOLVE's Virtual *Walk of Hope* to support the amazing people in my life who've been through it too. Please support me by donating to my *Walk* page today!

DON'T FORGET TO:

- **Link to your personal fundraising page in your post.** You can customize your link through our online fundraising platform, Classy. Login to your personal fundraising page at resolve.org/walkofhope.
- **Include a direct ask.** Ask your followers to make a donation to you or your team, and invite them to support you by joining your team.
- **Tag RESOLVE** on Facebook: @resolveinfertilityorg and on Instagram: @resolveorg



Contact us

We're here to help you

Your participation matters to us, and we are here to help. Contact RESOLVE at info@resolve.org or **703-556-7172** if you need assistance.

Offline donations can be made out to RESOLVE: The National Infertility Association and sent via to RESOLVE's headquarters, 7918 Jones Branch Drive, Suite 300, McLean, VA 22102.

NOTE: Offline donations will not show in your online total until received & recorded by RESOLVE.

Thank you again for your commitment to RESOLVE's Virtual *Walk of Hope*!



@walkofhoperesolve
@resolveinfertilityorg



@resolveorg



DONATE NOW AT [RESOLVE.ORG/WALKOFHOPE](https://resolve.org/walkofhope)