



NW ASSOCIATION  
FOR  
**BLIND  
ATHLETES** | **GIVE  
DAY  
2024**

# Fundraising Toolkit



## You are an inspiration!

### September 18th

[www.nwaba.org/giveday](http://www.nwaba.org/giveday)

**24 HOURS TO GIVE | 24 HOURS TO EMPOWER OUR ATHLETES**

You're invited to make a difference on September 18th! Please join us as an "NWABA Give Day 2024 All-Star" to inspire others to support Northwest Association for Blind Athletes!

It's super easy to do! Follow the step-by-step directions in this toolkit to set up your fundraising page. Once set up, you will get a link that you can share on social media or through email to your friends and family members. Encourage everyone in your network to make a donation of any size. Every donation makes a difference and helps change lives!

**Our goal is to raise \$65,000 on September 18th! We can do it with your help!**

Since 2007, Northwest Association for Blind Athletes (NWABA) is a national leader dedicated to improving the quality of life for children, youth, and adults through participation in sports and physical activity.

The Founder, CEO and President Billy Henry, founded NWABA when he was 15 years old as he's legally blind and found he was excluded

from participating in sports or physical fitness activities offered through regular channels. From his garage, he provided weight training to a group of five blind teens to prepare for and eventually participate in power lifting—starting what is now an amazing organization that **empowers blind or visually-impaired individuals by providing 19 different sports and physical activities across four states!**

Our mission is to provide life-changing opportunities through sports and physical activity to those who are blind and visually impaired, helping them build confidence, increase self-esteem, and reach their greatest potential in all areas of life. Our programs are truly life-changing.

**All of our services are completely free to enable as many as possible to participate.**

NWABA serves a high percentage of individuals who are low income. Approximately 80% of our participants over the age of 18 are low to moderate income and live off social security benefits, rent assistance, and food stamps.



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## **A donation of any size can make a difference!**

**\$10** - provides transportation for two athletes to fall programs events

**\$25** - supports the purchase of adaptive balls and other equipment to allow children who are blind to participate in their local school.

**\$50** - Will help fund a fall full of hiking, tandem cycling and swimming for children, and adults who are visually impaired.

**\$100** - provides safety equipment like helmets for safe and fun tandem biking

**\$250** - Will provide instruction and educational resources to allow one child who is blind or low vision to participate in their home, school, or community.

**\$500** - Will allow 10 individuals the opportunity to experience skiing or snowboarding.

**The dollars raised during this day of giving will provide support to our programs & services such as:**

**Camp Spark** - a comprehensive residential sports camp program for youth and young adults, ages 8 to 21, who are blind and visually impaired.

**Sports Outreach** - provides various physical activity and sport opportunities through on-going programs, clinics and Paralympic Experiences to ensure that individuals of all ages and abilities who are blind and visually impaired have access to participate.

**Virtual Programs** - a variety of 60-minute live and pre-recorded, audio-described and high-contrast virtual workouts to keep our athletes healthy and active at home. Our virtual programs are open to individuals of all ages and fitness levels, who are blind and visually impaired, expanding our services across the globe.

**Sports Adaptations** - provides adaptive equipment lending, a comprehensive instructional video library and consultations for athletes, educators, school districts and families.

This guide is designed to give you all the tools, tips, and tricks to successfully raise funds from your family, friends, neighbors and co-workers, to support NWABA's programs & services.

**Should you have any questions or concerns about fundraising, please contact Kim Hash, Director of Philanthropy, at [khash@nwaba.org](mailto:khash@nwaba.org).**

## Step 1 SET A GOAL

Before you start to set up your personal page, set a specific fundraising goal.

Your goal could be anything, but make it realistic. Exceeding your goal is always more satisfying than not reaching it.

Some example of goals are:

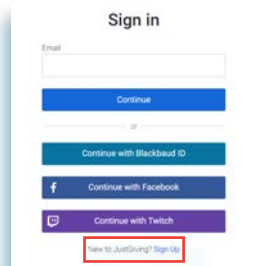
- I am going to raise [SET AMOUNT] for Northwest Association for Blind Athletes.
- I will run/walk/swim [XX] laps/miles for every [INSERT \$ AMOUNT] donated.

It is important to give direction to your cause and help your donors feel encouraged to give. Every dollar raised makes a difference for our athletes.

## Step 2 SET UP YOUR FUNDRAISING PAGE

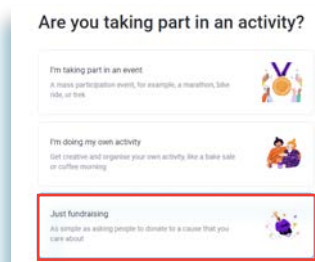
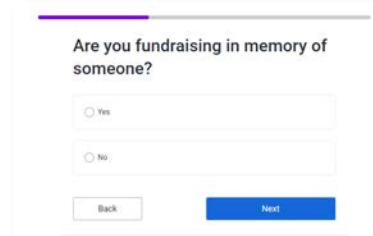
We've already got you started by setting up a group campaign donation page for NWABA Give Day.

1. Visit the NWABA group fundraising page at [www.nwaba.org/givedayfundraising](http://www.nwaba.org/givedayfundraising). Click the orange "Start fundraising" button.



2. If you already have an account, log in with your email. To create a new account, click "Sign Up" at the bottom of the page, fill out the fields, and create a password.

3. You will be prompted, "Are you raising money in memory of someone?" Click YES or NO.



4. You will then see a screen that says, "Are you taking part in an activity." Click **Just Fundraising**.

## Step 2 cont.

5. Follow the prompts on the next several pages to **create your personal fundraising page**.
  - Fill out the “Tell us more about your activity” fields and click “Next”.
  - Set your fundraising goal and click “Next”.
  - On the “Personalize your page” section, you will see a prepopulated template asking for donations. You can either use this template or make it your own. If you decide to use the template, make sure you update the first paragraph “[ENTER YOUR WHY]” to explain to your audience why you are supporting NWABA.
  - You can create a custom URL or use one that is autogenerated. Click “Next: Page cover”
  - We’ve already included a page cover photo but you can upload your own by clicking “Upload photo”. Then click “Next: Finalize”.
  - Double check your summary on the “You’re almost finished!” page. Let us know if you’d like to be informed about your fundraising efforts, other campaigns and future events by checking the box.
  - Then click “Launch my page” and now your campaign is live.
  - Click the “Share” button and you will be given several options to share your page via several social media platforms or copy the link and send it out to your friends and family in your own way.
  - Once the page is created, you will also have the option to make edits, as needed.



## Step 3

### SPREAD THE WORD

**Below are several strategies to start sharing your campaign.**

**SHARE ON SOCIAL MEDIA.** Post your goal and ask your followers to donate today. Don't forget to tag @nwblindathletes through Facebook and Instagram; @nwaba on X (formerly Twitter); or @northwest-association-for-blind-athletes on LinkedIn. There are several other platforms, so feel free to share on those as well.

**EMAIL OR SEND PERSONAL LETTERS** to your family, friends, coworkers and neighbors asking them to give to your campaign.

**CALL/TEXT** people individually to share your goal, asking for a gift of \$10 or \$20 to support. Remember, every dollar (no matter the amount) will add up to help you reach your goal.

**BE THE FIRST TO DONATE.** By making a personal donation, no matter the amount, you are inspiring others to give and showing that you are invested in the cause.

## Step 4

### FOLLOW UP

**Below are additional tips and tricks to ensure a successful effort.**

**SHARE YOUR 'WHY'.** Make sure to tell your donors why NWABA is important to you personally and why their gift will make a difference.

**REPOST YOUR FUNDRAISER** on social media each week to remind others of how much you need to reach your goal. You can even ask them to share your post with others.

**SEND FOLLOW UP TEXTS, EMAILS OR PHONE CALLS** to individuals you haven't heard back from yet.

**MAKE SURE TO THANK** those who have contributed to your campaign for their generosity as soon as possible.

## GRAPHICS



If you would like access to either the NWABA logo, the NWABA Give Day logo or social media graphics and banners [CLICK HERE](#) to download or contact our Director of Philanthropy, Kim Hash, at [khash@nwaba.org](mailto:khash@nwaba.org) to request the files.

## CONTENT IDEAS

**Below are some content ideas to get you started. Feel free to edit as needed to make it your own:**

Please join me in supporting Northwest Association for Blind Athletes (NWABA) during NWABA Give Day on September 18th. NWABA provides opportunities through sports and physical activity to individuals who are blind and visually impaired. Their programs help empower these athletes to build confidence, find independence, become part of a community and learn valuable skills leading to an overall greater quality of life. Please help me reach my goal by making a donation. Visit [\[INSERT YOUR PERSONAL LINK\]](#) today.

September 18th is NWABA Give Day for Northwest Association for Blind Athletes. Supporting this organization means a lot to me because [\[FILL IN THE BLANK\]](#). Their programs are offered at no cost to the athletes and their families, but due to state-wide funding reductions, your support is needed more than ever.

I am supporting Northwest Association for Blind Athletes (NWABA) because [\[FILL IN THE BLANK\]](#). Would you consider supporting me by making a donation? All gifts given by September 18th will be doubled thanks to the generosity of a matching donor. Please help by visiting [\[INSERT YOUR PERSONAL LINK\]](#).

## OTHER WAYS TO DONATE

If your donor(s) are unable to use your personal link provided, here are additional ways to give:

**DONATE DIRECTLY ONLINE** at [www.nwaba.org/giveday](http://www.nwaba.org/giveday).

### MAIL A CHECK

Northwest Association for Blind Athletes (Give Day)  
P.O. Box 61489  
Vancouver, WA 98666

### VENMO

Visit the Venmo app or website at [venmo.com](http://venmo.com) and search @nwaba.

### PAYPAL

Visit the PayPal app or website at [www.paypal.com/donate](http://www.paypal.com/donate) and search “Northwest Association for Blind Athletes”.

### CALL NWABA DIRECTLY

360.448.7254

**BE THE FIRST TO DONATE.** By making a personal donation, no matter the amount, you are inspiring others to give and showing that you are invested in the cause.

## THANK YOU

From all of us at Northwest Association for Blind Athletes, thank you for helping to raise funds for NWABA Give Day and helping to support our mission of providing opportunities through sports and physical activity to individuals who are blind and visually impaired.