



Greater Richmond Interfaith Program
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Walkers Planning Guide

The basic goal of the Walker is to raise \$1,000 or more for the families and individuals that receive support in the Family Housing Program, the Souper Center, the Resource Center and other programs operated by GRIP. By soliciting contributions from donors of \$20 or more, through letters, telephone calls and personal contacts, you can achieve your goal of \$1,000 or more. We have found that when you actually send out your letters, you can achieve your goal and more.

Make a list of 15 people that you can send a fundraising letter. As you move through your week, gather the names and addresses of businesses, acquaintances, classmates, co-workers, etc. These are not individuals who will walk but rather people who know you by name. When you have your list, call your team Coordinator. He/She will forward the sample letter you find in your packet to you by email. You can use the emailed letter to complete your letters to the people on your list. If you want to send more than 15 letters, please do. If you need help, your Walk Coordinator will assist you.

In addition, you can solicit sponsors for the Walk from your job, school, classes, supporters, club members, family, neighbors or friends to pledge dollars for every one of the 4 miles that you will complete on Walk Day, Saturday, October 10, 2009.

A Free T-Shirt will be given to each Walker raising \$1000 or more

Here are some examples of how you can reach your Walk goal:

1. Send out 15 letters to businesses you know - request \$67 each x 15 = \$1000

Some businesses you could consider:

Cleaners, tax preparer, banker, lawyer, doctor, dentist, grocer, gas station, post office, restaurant, realtor, landlord, video store, pharmacist, deli, fast food operator, laundry, appliance repairperson, car repair operator, tire store manager, coffee shop, liquor store, ice cream shop, beauty salon, camera store, barber shop, printer, clothing store, office supply store, insurance agent, car wash, pet store, hardware store, architect, engineer, appraiser, etc.

2. Solicit 15 Walk sponsors at \$5 per mile x 4 miles = \$20 each x 15 = \$300

People to consider:

Co-workers, schoolmates, classmates, supporters, club members (health/ social/ church), family, neighbors, sorority, fraternity or friends

3. Make your own donation of \$20 or more
4. Solicit a Tee-shirt Ad from a business you know. See #1 above of examples of businesses
List a business name on the back of the Walk T-Shirt = \$2,000
You have a T-Shirt Ad form in you packet
5. Ask your employer about a matching gift

24th Annual GRIP Harmony Walk