



# DRUG PREVENTION WALK

10.19.19

#Everyone knows someone...

...help prevent the next one.

UNION  
**Red Ribbon**  
COUNTY



# Red Ribbon Team Fundraising Packet

Nomahegan Park, Cranford NJ

October 19, 2019 • 10:00am - 3:00pm



# Get excited. Get involved.



# How to Start a Team



**Register Your Team on Eventbrite.** Go to <https://www.eventbrite.com/e/red-ribbon-drug-prevention-walk-registration-63564521194> and hit register. Fill out all of the information.



**Set Up Your Red Ribbon Fundraising Page.** Visit the main Red Ribbon fundraising page at <https://www.chuffed.org/project/red-ribbon-day-drug-prevention-walk-2019> Scroll to the bottom of the page and select the “Sign Up as a Fundraiser” button. Use the pre-populated information and photos we’ve provided or add your own. Add a picture, this can be of you or your team’s logo. Then launch your fundraiser.



## Fundraising Tips



**Form a list.** Put together a list of potential donors. Family, friends, co-workers, etc. It doesn’t hurt to ask everyone you can think of so build a big list and include whoever you can.



**Set a Fundraising Goal.** Something to aim for always helps. You usually set your goal when you register but you could always go back and raise your goal as you start to see the fundraising dollars come in. You’re raising money for a cause you care about so push yourself to raise more money than you ever thought you could!



**Send Out E-Mails.** When sending out your fundraising information, create and use an e-mail template so all of your messages are coordinated. Be sure to add why you’re fundraising. Let family and friends know why this matters to you!



**Post On Social Media.** Post. Post. Post! It’s a great strategy to put your information out there and ask for donations via social media. Whether it be Facebook, Twitter, or Instagram. You can even thank and tag the people who have already donated so that others can see that people are following your cause. Create social media templates for your fundraiser so you can use the same posts if you’d like.



**Follow Up As the Event Approaches.** E-mails and social media posts are easy to accidentally overlook and people often forget that they scrolled past something. Following up will keep everyone up to date as you hit different milestones (50% raised, 75% raised, etc.) Ask supporters to help you hit your next milestone.



# Template E-Mail

Dear \_\_\_\_\_ **(insert name here)**,

The 21st annual Red Ribbon Drug Prevention Walk is vastly approaching on October 19, 2019! Red Ribbon is celebrated locally and nationally to increase awareness and support for substance abuse prevention, treatment and recovery.

Our team \_\_\_\_\_ **(insert team/campaign name here)**, is currently looking for donations from anyone who would be willing to help us reach our goal. All funds raised will benefit the organization, Prevention Links, as a whole. Prevention Links seeks to make a meaningful impact in reducing the impact of substance misuse and addiction in our community. Our goal is to raise \_\_\_\_\_ **(insert goal amount here)**. Can we count on you to donate?

**(Insert your fundraising page/donation link here)**

Thank you in advance for your contribution and support. When we all contribute just a little, we can do a lot. We hope to see you there!

Sincerely,  
\_\_\_\_\_ **(Insert name here)**



# Template Social Media Post

**(Insert photo of your choice and fundraising page/donation link)**

The 21st annual Red Ribbon Drug Prevention Walk is vastly approaching on October 19, 2019! Red Ribbon is celebrated locally and nationally to increase awareness and support for substance abuse prevention, treatment and recovery. Our team \_\_\_\_\_ **(insert team/campaign name here)**, is currently looking for donations. All funds raised will benefit All funds raised will benefit the organization, Prevention Links, as a whole. Prevention Links seeks to make a meaningful impact in reducing the impact of substance misuse and addiction in our community. Our goal is to raise \_\_\_\_\_ **(insert goal amount here)**. Thank you in advance for your contribution and support!



# Fundraising Calendar



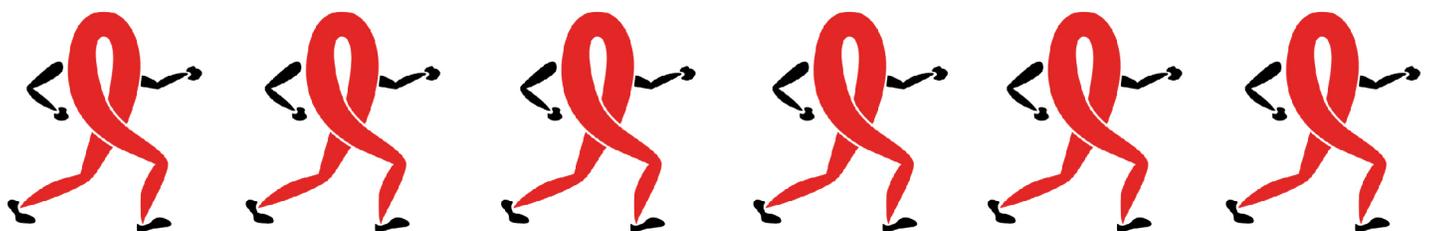
Sometimes it's hard to figure out a good time to start advertising your fundraiser. Typically you would want to start early, but for the purpose of giving people enough time to donate and prepare for the event, you should already be posting three months before it. Here are some guidelines to help you decide when to start getting the word out!



**National Prevention Week: May 12th-May 18th.** Each year around this observance, communities and organizations across the country come together to raise awareness about the importance of substance use prevention and positive mental health. If you want to start fundraising a little earlier, this would be the perfect time to start.

**June-October.** Three months before the event is the perfect time to start posting regularly (weekly) about your fundraiser because it's a few months before the walk and gives people enough of a heads up to start donating. Once you reach September and October, you should try to post as often as possible.

**Recovery Month: September.** Every September, SAMHSA sponsors Recovery Month to increase awareness and understanding of mental and substance use disorders and celebrate the people who recover. Post as much as possible during this month, especially since it's a month before the walk.





# Brief History of Red Ribbon Day

Join us next year on October 19th, 2019 for the 21st Annual Red Ribbon Day and Drug Prevention Walk! The National Family Partnership organized the first Nationwide Red Ribbon Campaign. NFP's mission is to lead and support our nation's families and communities in nurturing the full potential of healthy, drug free youth. NFP provides drug awareness by sponsoring the annual **National Red Ribbon Campaign**. The Red Ribbon serves as a catalyst to mobilize communities to educate youth and encourage participation in drug prevention activities. Our event is a countywide kickoff celebrating Red Ribbon Drug Prevention Week throughout Union County. Red Ribbon is celebrated locally and nationally to increase awareness and support for substance abuse prevention, treatment and recovery. Join us the day of and walk to prevent drug abuse. Immediately following the Walk we will kick off our Family Fun Day with many activities for kids and informational health exhibitors.



## How Funds Raised are Used to Help Support Prevention Links' Mission

Prevention Links is a private, non-profit organization, which takes a leadership role in the prevention of drugs, alcohol, tobacco and related issues. The goal of Prevention Links is to pull together all available resources to **eliminate** the deleterious effects of drugs, alcohol, violence, and inadequate educational and health institutions in our communities. We focus on identifying and enhancing existing strengths within the individual, family, school, and work setting to serve as the first and most valuable resource in sustainable revitalization of all types of community. We implement training programs and evidence based strategies, practices and programs that are outcome based and empower all segments of a community to be actively engaged in changing their environments.

Prevention Links seeks like-minded partners wishing to make a **meaningful** impact in reducing the impact of substance misuse and addiction in our community. Our agency has a long-standing history of leveraging all available public and private resources and sustaining life-altering programs for years and decades. Our programs are free of charge to the individuals and families who benefit from them, thanks to generous contributions from our supporters and grant funding from state, federal, and local sources.

