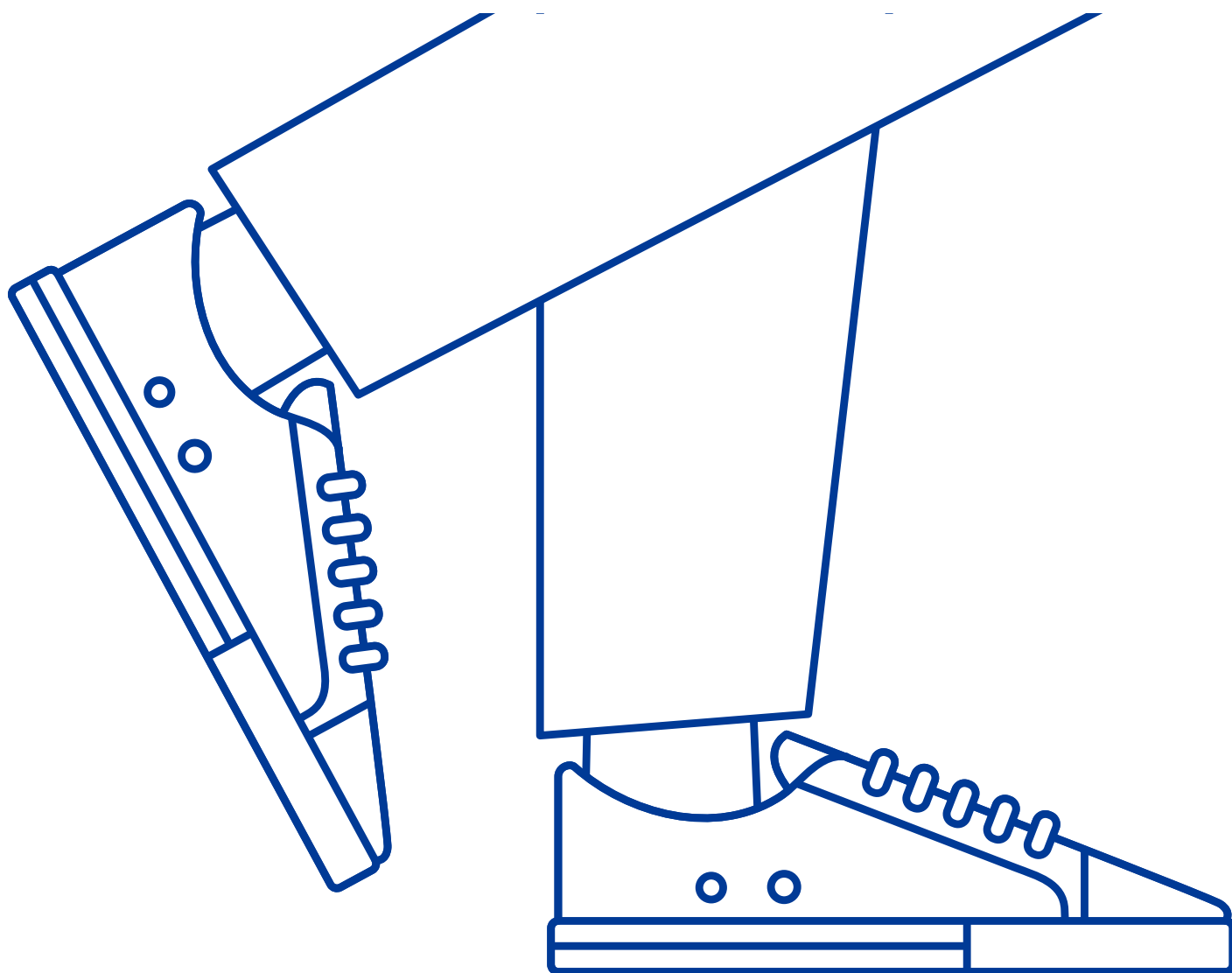


# 12th Annual Hope Walks

Sunday, October 24, 2021

To benefit the Mass General  
Cancer Center at Newton-Wellesley

[nwh.org/hopewalks](https://nwh.org/hopewalks)



## Fundraising Toolkit

# Event Details

Hope Walks is going virtual in 2021...  
with a brand new look!

**Date:** Sunday, October 24, 2021



Just like last year, you can walk where you like—walk around your neighborhood, go to the park, head to the beach or hop on the treadmill. We are encouraging walkers to walk 2 miles but walk what feels right to you.



## What is Hope Walks?

Hope Walks is a community walk that brings together patients, families, friends and cancer center staff to raise funds for the Mass General Cancer Center at Newton-Wellesley.

We remain committed to protecting the health of our community and walk participants and have made the difficult decision to keep this year's Hope Walks – a fully virtual event. We hope by continuing to do our part in the fight against COVID-19, we will be back walking in person together next year.



### 2020 Hope Walks Facts



First ever  
**all-virtual**  
walk



More than  
**\$160,000**  
raised



Over **420** Walkers  
joined us from  
all over New  
England, the U.S.  
and globally!

# How will the funds be used?

Your participation in Virtual Hope Walks this year will help us expand vital care by securing a second linear accelerator (LINAC), the equipment that provides radiation therapy to patients. It will also contribute to replacing the existing machine that was installed when the Center opened in 2009. The addition of two new linear accelerators is a top priority and will:

- Grow and accommodate the current need and the continued increase in patients who need treatment at Newton-Wellesley.
- Expand offerings of innovative radiation treatments.
- Replace the existing machine.
- Provide redundancy for routine maintenance.

## Why is the linear accelerator important?

Today's radiation oncology includes a number of advances that benefit patients and assist the Cancer Center staff who plan and deliver their radiation oncology treatments. Those advances include:

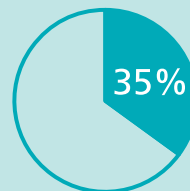
- **Higher dose rate:** this allows for shorter treatment delivery times and is especially important for Stereotactic Body Radiation Therapy (SBRT), a targeted treatment that directs multiple thin and varying beams of radiation at a tumor to overlap and destroy cells.
- **Intra-fractional imaging and feedback:** this new technology detects tumor responsiveness during treatment.
- **Respiratory motion management:** this is particularly important when treating cancer in the chest, and the patient's breathing may cause movement that must be controlled. It assures that the radiation beam is only on when it is aimed at the tumor.

## Growing Demand for Radiation Treatment

**5,900**  
radiation  
treatments  
provided  
in 2009



**9,500**  
radiation  
treatments  
provided  
in 2020



**35%** of patients with new cancer diagnoses at NWH receive radiation treatment

NWH operates radiation treatment sessions an average of **12 hours per day** – the longest treatment day in the Mass General Brigham system



## About Cancer Care at Newton-Wellesley Hospital

In collaboration with Mass General Cancer Center (MGCC), NWH provides advanced cancer treatment and support in a welcoming, state-of-the-art facility in Newton. Thanks to our collaboration with MGCC, NWH offers integrated, multidisciplinary care and easy access to sub-specialists, clinical trials and advanced technology. This allows our patients to receive world-class care, close to home.







# Contact and donation information



## Contact:

Office of Special Events

 [nwh.org/hopewalks](http://nwh.org/hopewalks)

 617-243-5491

 [hopewalks@partners.org](mailto:hopewalks@partners.org)

For submission of offline donations, please fill out the "Offline Donation Form" and mail it to the below address along with your checks.

Development Office  
ATTN: Hope Walks  
Newton-Wellesley Hospital  
2014 Washington Street  
Newton, MA 02462

*Make checks payable to  
"Newton-Wellesley Hospital"*

Add "Hope Walks" and the individual walker/team name that you would like the check credited to in the memo section on the check

## Tax Id:

04-210-3611

## Matching Gifts:

If your company matches gifts to Hope Walks and you have a Newton-Wellesley Hospital related question or form request, please contact Laura Solarz at [lsolarz@partners.org](mailto:lsolarz@partners.org).



# Fundraising

While fundraising for Hope Walks is not a requirement for participating, it is essential to support and sustain the programs that benefit patients of the Mass General Cancer Center at Newton-Wellesley. This year, our fundraising goal is \$150,000, please help us reach our goal!

## Individual and Team Fundraising Awards

Awards will be given out to the top three team and individual fundraisers participating in this year's Hope Walks. Fundraising totals will be based on totals through Wednesday, October 20, 2021 at noon. Additional donations can be mailed to the Development office through December 31, 2021.

## Gifts

As a thank you for raising funds for the Mass General Cancer Center at Newton-Wellesley, Youth Walkers who fundraise \$100 and Adult Walkers who raise \$250 will receive a Hope Walks gift. Challenge yourself and raise \$1,200—in honor of our 12th Annual Hope Walks—to receive an additional Hope Walks gift.

While requesting support from your network may seem daunting, there are resources and tools available for you to become very successful.



## Step 1: Create your online fundraising page

Creating your own personal fundraising page is a great way to share your enthusiasm and commitment to cancer care with a wide audience. Below is information on how to set up your personal Hope Walks fundraising page.

### 1. Register for Virtual Hope Walks

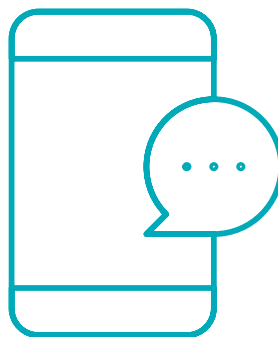
- Visit the Hope Walks registration website: [nwh.rallybound.org/hopewalks](http://nwh.rallybound.org/hopewalks)
- Click on the **register** button and enter your information and log-in password for your Hope Walks fundraising page.
- Select your registration type, t-shirt size (**you must self-donate \$20 at this time to receive a shirt**), enter your fundraising goal, and if you are a cancer survivor, please check the box.
- If you are registering as an **Individual**, skip over the section titled "Create or Join a Team" Click **"Next"**.
- If you are **Creating a Team**, enter your team name, team goal and team URL in the "Create or Join a Team" section. Click **"Next"**.
- If you are **Joining a Team**, type the name of the team you would like to join in the "Create or Join A Team" section. When you see the name of the team you would like to join, select it and click **"Next"**.
- If you are registering additional friends or family members, click **"Register Another Member"** and repeat the same steps.
- Click **"Continue"**.
- Fill out your credit card information, click to accept the waiver, and complete your registration.



## Don't forget!

If you want to receive a Hope Walks long-sleeve shirt, be sure to self-donate \$20 at the time of registration.





## Step 2: Spread the word

While your fundraising page is the platform to describe your campaign and to provide the means for online contributions, you'll need to be proactive to continuously get the word out.

Keep your potential and existing donors motivated and engaged by reminding them that they too are part of your important and impactful Hope Walks team. ASK them to spread the word about your campaign to their friends and families to expand your network of potential donors!

We get it, sometimes it is difficult to ask people for money. But remember, you are not asking for yourself. You're asking your network to make a donation to support those who have been affected by cancer in our community.

## 2. Once registration is complete, you will be directed to your personal fundraising page.

- Create your **custom fundraising page link** by using one word of only letters. Once complete, click "**Create my URL Now**".

**Congratulations!** Your registration is now complete, and your fundraising page is live. Now it is time to personalize your Hope Walks fundraising page. Be sure to complete the tasks outlined on your fundraising page dashboard, such as:

- Select a fundraising goal
- Personalize your page
- Upload a video
- Share your fundraising page to social media

Your Hope Walks fundraising page dashboard is a great resource to make soliciting your network and spreading the word that much easier. In the dashboard you will find:

- Templated outreach, follow up and thank you emails
- Ability to upload your contact list so you can send emails right from your fundraising page
- Real-time updates as donations come in

To access your dashboard, log-in to your Hope Walks fundraising page by clicking [here](#).

Still have questions related to your registration or fundraising page? Click "**Contact**" under "Event Info" and submit an inquiry. Someone from the Development Office will get back to you shortly.

## Here are some ways you can "Spread The word"

- Create a fundraising email campaign
- Reach out to your network
- Send emails or letters to small businesses you frequent
- Create a virtual event on social media
- Post a video on your social media asking for support
- Recruit others to join your Hope Walks team and challenge them to meet a specific fundraising goal

## Who is in your network? Reach out to anyone and everyone you know:

- Friends and family
- Co-workers and business associates  
(*TIP: Ask your employer for a matching gift*)
- Other fundraisers who you may have supported
- Educational contacts: classmates, alums from your high school or university
- Neighbors, social groups, club members, religious groups, etc.

## Create an email campaign

Send multiple emails to your network to ask for donations to your fundraising campaign.

### → 1st Email

This is your first introduction to your Hope Walks fundraising campaign and potential supporters.

*Key Points:*

- Briefly introduce what you are doing and most importantly, why you are walking
- Share your Hope Walks fundraising page link and invite your network to also participate in Hope Walks
- Don't be shy: Ask for a donation to your fundraising page!

**TIP** Organize a virtual or small in-person fundraising event to raise funds and awareness for Hope Walks! Do you like to cook? Host a cooking class for your close friends or family. Do you have a musical talent? Host a concert. Do you like to work out or are you a fitness trainer? Host a workout class. Get creative and charge your attendees a fee to participate that you can then put towards your fundraising page.

## Writing your emails – Some things to remember and things to do...always!

- Include the link to your Hope Walks fundraising page
- Personalized emails will generate more donations than distribution list blasts. "Dear Friends and Family" is okay, but "Dear Mrs. Smith" is more effective. Handwritten notes have maximum effect
- Ask for a specific dollar amount. This will help eliminate uncertainty or any awkwardness associated with trying to determine an appropriate donation. For example, if you ask ten people for \$25 each, you will raise \$250 quickly!
- Include your fundraising deadline to create a sense of urgency. This will encourage your friends and family to donate as soon as possible!
- Keep your email brief

### → 2nd Email

If you have not received a response from your first email, get personal!

*Key Points:*

- Storytelling can be very effective. Share your story on why you are walking, what Newton-Wellesley and the Mass General Cancer Center at Newton-Wellesley means to you, etc.
- Share pictures of past walks of you and your team that could lend a personal touch of why you support Hope Walks
- Encourage your network to also register to participate in the 12th Annual Hope Walks

### → 3rd Email

"Last Call to Participate"

- Send a brief message to convey a sense of urgency and that you would be grateful for their support as a member of your team
- Let them know how much more money you have left to reach your goal
- Include a definitive call-to-action to donate and include the link to your Hope Walks fundraising page



**TIP** When you're trying to raise money, the most important thing you need to do is ask for it. Make a commitment to ask at least one person for a donation every day.



### Step 3: Using social media

Social media platforms allow you to easily tap into your network of friends, family and coworkers with just a simple message. Here are some tips for social media posts:

- Announce your fundraising efforts for Mass General Cancer Center at Newton-Wellesley and why you've decided to participate in Hope Walks.
- Add a link to your Hope Walks fundraising page so your network can easily donate to your cause.
- Update your network with progress on your fundraising efforts and why the cause is so important to you. If you always post text updates, try updating a video to mix things up a bit!
- Thank your supporters – people like to be recognized for their donations no matter the amount! Plus, when other people in your social network see who is already helping you, they'll feel more motivated to get involved.

Social media is great for building awareness for your fundraising efforts and your participation in Hope Walks. When posting, don't forget to tag Newton-Wellesley Hospital by using #NWHHopeWalks.



Be sure to like and follow the [Hope Walks Facebook page](#) for Hope Walks updates. Share this page with your network and encourage them to like the page, too!



### Step 4: Say thank you

Aside from the initial mailing to your targeted donors, the thank you letter to those who contributed to your event is THE most important step.

These must be sent soon after their contribution, acknowledging their generosity and support your walk. Donors will quickly become disenchanted with your request if they fail to receive a timely and gracious thank you. Not only is this courtesy, but it will increase the likelihood of support for future Hope Walks efforts.

#### The following are some best practices:

- Send a hand-written thank you card
- Send your donors a personal email immediately after donating
- Explain how your fundraising will impact and support the Mass General Cancer Center at Newton-Wellesley and thank them for being a part of it
- If you host any events, announce how much you raised and thank everyone for their attendance and donations
- After Hope Walks, share photos and videos from your walk via email and social media

Thank you for fundraising on behalf of Mass General Cancer Center at Newton-Wellesley. We are grateful for your support and look forward to your participation in the 12th Annual Hope Walks!