

# Sample Recruitment Memo/News Release

(Use your company/organization Letterhead or email)

TO: All (Company/Organization's Name Personnel/Members/Associates)

FROM: (President/CEO)

DATE:

RE: Mutual Ground's Walk For Hope, Saturday, October 18, 2008.

We are very proud to join in Mutual Ground's inaugural Walk For Hope on Oct. 18th. This is a benefit for Mutual Ground, the organization in this area that provides services to victims of domestic violence and sexual assault. Walk For Hope will be held on Aurora's far east side, and will take you around scenic Waubensee Lake (at the Eola Community Center). There will be refreshments and incentive prizes for the top money raisers. You can choose the 3K or the longer 5K.

We would like to form \_\_\_\_\_ (#) teams of 5-10 people, who will be raising needed money for Mutual Ground.

The problems of sexual assault and domestic violence bring devastation and suffering not just to the victims, but also to their families and the entire community. The fact that these problems exist is a threat to all—because any one of us is a potential victim. Money raised at Walk for Hope will support the services for victims of domestic violence and sexual assault. We all say, "What can we do to help?" Walk For Hope offers the opportunity for us to really make a difference for victims. Don't you want to be part of this great effort?

\_\_\_\_\_ is the Walk for Hope Captain for (company/organization) and will help you register as a team member. If you have any questions about the Walk, feel free to contact \_\_\_\_\_ at \_\_\_\_\_ or email \_\_\_\_\_.

We look forward to welcoming you to our team. If you can't join us, please sponsor our team by making a donation here or at the Walk's website:  
[www.firstgiving/mutualground.com](http://www.firstgiving/mutualground.com). Many thanks for making Walk For Hope successful.

How? Register information is available at Mutual Ground's website, [www.mutualgroundinc.org](http://www.mutualgroundinc.org). You can choose to register on-line or download the form. Or you can get a form \_\_\_\_\_, team captain.

Why? Because domestic violence and sexual assault touch so many. We can really make a difference for these victims when we step up and Walk For Hope.

Thank you!

# Sample Newsletter article for Employee Newsletter

## Think Big... Walk For Hope

This year, \_\_\_\_\_ (Company/Organization) is forming a team's) to participate in Mutual Ground's Benefit Walk on October 18th. Our team will join in the effort to help victims of domestic violence and sexual assault regain control of their lives. These people need our support, and this walk is a fun and easy way for each of us to make a difference.

This Walk For Hope will take place on Saturday, October 18th, with the walkers enjoying a pleasant walk around scenic Waubensee Lake (located behind Eola Community Center on Aurora's Far East Side). Walkers have their choice of choosing either the 3K or 5K walk. Each team member is asked to pay a registration fee of \$20 *or they can waive that fee* by raising at least \$100. Raising the money is easy through the on-line fund-raising website or face-to-face.

We've all read the horror stories of women and children who have died because of domestic violence, gone missing or been sexually assaulted and abused. When a victim reaches out to Mutual Ground, they make sure she and her children are safe and then provide them with services to start the healing process. Over the last 30 years, Mutual Ground has been a safety net for tens of thousands of victims while on their journeys to becoming survivors. And every services provided is free.

Mutual Ground can really use our help. Please sign up to be a team member by contacting \_\_\_\_\_ (team captain) at \_\_\_\_\_ (email) or call \_\_\_\_\_ . Walk For Hope team members who raise at least \$100 will receive a Walk For Hope T-Shirt and then qualify for other incentive prizes.

For more information about Mutual Ground and Walk For Hope, please visit their website at [www.mutualgroundinc.org](http://www.mutualgroundinc.org),

# Sample Captain's Recruitment Memo

Re: Mutual Ground's Walk For Hope

To: Employees of \_\_\_\_\_ (Company/Organization)

From: \_\_\_\_\_, Walk For Hope Team Captain

We are forming a team(s) to Walk For Hope, Mutual Ground's fundraiser to help victims of Domestic Violence and Sexual Assault regain control of their lives.

I need your help to make our team a SUCCESS. Please join your colleagues, friends and family and Walk for Hope.

## Walk For Hope Facts

Teams may be as few as five members, as many as ten and may consist of co-workers, family members, friends, etc.

Walk for Hope will take place Oct. 18th, rain or shine.

The goal of Walk For Hope is to raise money for Mutual Ground and to raise awareness about the crimes of Domestic Violence and Sexual Assault

Fundraise on-line or face-to-face

Registration fee: \$20/person

Raise at least \$100 and registration fee is waived.

Raise at least \$100 and receive the Walk For Hope t-shirt and to qualify for inventive prizes.

## When?

Date: Saturday, October 18, 2008

Check In: 8:00 AM

Walk Start 9:00 AM

## Where?

Waubonsee Lake Park at Eola Community Center,  
555 S. Eola, Aurora 60504.

## Distance?

3K (1.9 miles) or 5K (3.1 miles)

**SIGN UP TODAY.**

CONTACT \_\_\_\_\_ (team captain).

Call \_\_\_\_\_ or email: \_\_\_\_\_

## SAMPLE MEMO TO TEAM MEMBERS

Date:

To: *Team Member's Name*

From: *Team Captain's Name*

Re: (Team Name) Team's Fundraising and Recruitment Goals

Thank you for signing up as part of the \_\_\_\_\_ team. It's important for us to set a team fund-raising goal and an individual team member goal so that we can work toward those goals in the upcoming weeks.

The minimum needed to raise for Walk for Hope is \$100 per person. We don't want to do just the minimum. We need to challenge ourselves to really make a difference.

You can either ask people for donations face-to-face or use the on-line fundraising website or both. The average amount raised on-line is \$400 per person. To register and start raising money on-line, just go to the Walk For Hope icon on Mutual Ground's website, [www.mutualgroundinc.org](http://www.mutualgroundinc.org). Just follow the directions to create your own webpage which you then email to everyone in your address book. Your sponsors simply make a donation using their credit card (or by sending a check payable to Mutual Ground). You can email anyone in the world to donate. We will have envelopes for you to carry if you prefer to ask face-to-face.

So, as a team of \_\_\_\_\_ members, we should be able to raise at least \_\_\_\_\_. So far, we have \_\_\_\_\_. Please try to recruit your co-workers, friends and family to join our team. I will keep you informed of our progress!