



# Step Forward for Mental Health Walk 2017

Saturday, August 12  
Harbor Lawn at Waterfront Park



## People Give to People

People make donations when they are personally asked by a friend and if it is a cause they can relate to. With 1 in 4 people affected by mental illness in our community, you automatically know someone who is dealing with it. Soliciting personal donations, like what you've seen on fund me style pages (for people's illness and crisis), is the single most effective way for an organization to raise money and continue expanding its services.

People feel good when they give – no matter the amount. And every little amount helps.

With social media, the effort is easy, but needs to be tended to on a regular basis.

Consider this. If 100 people each reached out to 10 people each and then those 10 people reached out to 10 more people, that would be reaching 10,000 people. If only 10% of those people made a donation (1,000 people) and their donation was \$70 each (an average amount for this type of personal ask), then the total would be \$70,000. That's a game changer. Now, imagine what it would be if 20% of those reached made a donation (hint: the answer doubles)

