



TELLING YOUR PERSONAL STORY

Here are a few ideas to get you started on writing your own Team Walk page, or in an email to invite your friends, colleagues, and family to join or donate to you. See how quickly you will be able to raise funds when you have a compelling story!

- Start with a personal story about an elder (e.g., grandparent, family friend, teacher) that influenced you.
- Ask a question: Did you know that. . .
 - For 37 years, FriendshipWorks has matched volunteers to isolated elders?
 - Despite the pandemic, volunteers still connected with elders through phone calls, Zoom, hand-made cards, outdoor concerts, and more?
- Explain why you are participating.
- Mention a friendship that inspires you.
- Talk about how the experience of the pandemic has shaped your understanding of the issue of elder isolation.
- End with the “ask”: *will you help me reach my goal with a donation today? OR Will you join me and walk together?*

Share these ideas with others when you ask them to join you or donate:

- Who are you fundraising in honor or in memory of?
- Will you walk with someone special?
- What about FriendshipWorks’ mission to reduce elder isolation resonates with you?

For Donors: explain why you donate to FriendshipWorks

For Volunteers: explain why you volunteer with FriendshipWorks

For New Friends: how did you hear about FriendshipWorks or the Walk?