



ACRS  
**WALK  
FOR  
RICE**

every grain counts

SATURDAY, JUNE 24, 2017  
SEWARD PARK, SEATTLE

## **WFR Supporter Fundraising Toolkit**

### **Hello *Walk for Rice* Supporter!**

Thank you for taking part in Asian Counseling and Referral Service's 27<sup>th</sup> annual *Walk for Rice*! Without your commitment and enthusiasm, we would not be able to provide nutritious and culturally familiar staples to the 5,294 clients who depended on the ACRS Food Bank in 2016.





## THE ESSENTIALS

### What is *Walk for Rice*?

*Walk for Rice* is an annual fundraising event featuring a 2.5 mile walk/run. Proceeds enable Asian Counseling and Referral Service (ACRS) to provide nutritious, culturally-appropriate foods through the ACRS Food Bank.

### When is the 27<sup>th</sup> Annual *Walk for Rice*?

*Walk for Rice* is on Saturday, June 24, 2017, 8 a.m.-12:30 p.m. at Seward Park in Seattle.



*In 2016, your donations, matches, grants and sponsorships raised over \$345,000 for the ACRS Food Bank!*

### What is Asian Counseling and Referral Service (ACRS)?

Since 1973, Asian Counseling and Referral Service has helped Asian American and Pacific Islanders in Washington State achieve self-sufficiency through innovative, nationally-recognized behavioral health and social services.

- Asian Counseling and Referral Service (ACRS) is the largest multi-service organization supporting Asian Americans and Pacific Islanders (AAPI) – including immigrants and refugees – and other underserved communities in the Pacific Northwest.
- ACRS strives to meet the evolving needs of the community by continuing to expand the reach of our culturally-competent, language-appropriate services. Last year alone, we touched the lives of 26,000 people across our community.
- Our mission is to promote social justice and the well-being and empowerment of Asian Americans and Pacific Islanders and other underserved communities – including immigrants, refugees and American-born – by developing, providing and advocating for innovative community-based multilingual and multicultural services.

### How can I register to fundraise for the 27<sup>th</sup> annual ACRS *Walk for Rice*?

You have the option to register as a:

- **Team Captain:** Form a team with your co-workers, friends, family, or community group and join the *Walk!* Determine a team fundraising goal and help each member set individual fundraising goals. Act as a cheerleader for your team, and help build excitement and enthusiasm!
- **Team Member:** Join an existing team and work together to become one of the top fundraising teams.
- **Individual:** Walk and fundraise as an individual. Get others to sponsor you and help you become the top participant.



## WHY WALK?

### THE NEED

- **1,009,224 pounds.** The ACRS Food Bank is one of the busiest food banks in King County, distributing more than 1 million pounds of food in 2016.
- **5, 294 clients** relied on the Food Bank's nutritious food staples and groceries in 2016. Because so many clients are repeat visitors, we also receive the most total visits out of any food bank in Puget Sound.
- **700 sq. feet.** We do all this despite having one of the smallest facilities – a portable construction trailer on King Street, under the I-5 bridge.
- **3 paid staff members** coordinate all the distribution, with help from volunteers, many of whom are food bank clients themselves.

### THE PEOPLE

- **54%:** More than half of the ACRS Food Bank clients are **children** under the age of 18 or **seniors** over 65.
- **23:** charities, faith-based institutions and other community organizations partner with the ACRS Food Bank to hand out meals and groceries.
- **Low or Very Low Income:** the vast majority of people served by the ACRS Food Bank and our nutrition programs qualify as “Low” or “Very Low” income according to [HUD guidelines](#).

### THE WALK

- **1990:** Twenty-five years ago, husband and wife Herb and Bertha Tsuchiya, and Sam Mitsui wanted to create a way everyone could help feed the community. The first ever *Walk for Rice* raised \$2,500 with 45 walkers.
- **\$2 million:** the amount of money *Walk for Rice* has raised for the ACRS Food Bank and our nutrition programs over 26 years. Proceeds allow us to buy rice, tofu, fresh fruit, vegetables, proteins and other foods for clients.
- **1:** The *Walk for Rice* slogan is **Every Grain Counts**. We believe each bag of rice, each dollar and each person educated about the impact of hunger is a step towards ending it.

### THE GOAL

- **Raise \$346,000** in support of the ACRS Food Bank.
- **Raise awareness** about hunger issues in your community. One in 6, or 14.6% of Washington households were food insecure during 2013, meaning they do not know when they will eat again, and often go to bed hungry (Food Lifeline, Hunger in Your Community, 2013).



## RECRUITMENT 101

Sometimes it's easier to see your impact when you work together. Here are some recruitment tips for creating a great *Walk for Rice* team!

### **Invite Friends and Family**

Invite your friends and family to walk with you and join the fight against hunger in King County. Whether the team is organized around your workplace, community group, place of worship or social circle, everyone is welcome to join!

### **Social Networking Sites**

Use Facebook, Twitter, Instagram, Google+, email or whichever social media site you prefer to spread the word. This is an easy and effective way to reach your network. Share a link to the *Walk for Rice* website on your profile and invite people to join your team or donate to your page. For returning supporters, post old *Walk for Rice* photos or memories to entice others to join in the fun!

### **Staff/Group Meetings**

Mention *Walk for Rice* at your next work or community group meeting. Simply provide a brief rundown of the local hunger/food bank facts, what ACRS does, and how to register to recruit more *Walk for Rice* supporters.

### **Social Groups**

Do you belong to a social club, professional or volunteer network, or an affinity group? *Walk for Rice* is a perfect opportunity to rally your group to champion a great cause!

### **Invite an ACRS Representative**

One of the best ways to build interest among potential supporters is to learn about ACRS from the folks who know it best. Our staff is happy to come talk about ACRS, its role in the community, why the *Walk* is so important, and answer any questions you may have.

### **Tell Your Story**

One of the most effective ways to recruit teammates is to share your personal connection to ACRS, *Walk for Rice*, or anti-hunger issues. Sharing your own experiences with friends, family and co-workers gives you the opportunity to make a true impact and raise awareness of the critical needs arising from hunger in our community.

### **Be Passionate**

If your friends and family know why this cause is important to the community and why you've chosen to participate, you've already done us proud! Even if they are unable to join the event this year, at least they know a little bit more about hunger. Consider asking them to donate to your fundraising efforts. Remember: Every Grain Counts!



## FUNDRAISING 101

Fundraising may seem daunting at first, but don't let it intimidate you. Supporting a vital cause lets you share your passion with friends, family and coworkers, and gives them a chance to learn about a topic they may be unfamiliar with. Here are some easy ways to encourage their support:

### Fundraising Incentives

Incentive prizes are handed out at the event and only available while supplies last. Your personal webpage will help you track your individual fundraising progress. Any offline gifts or day-of donations can be added to your total. This means you can fundraise right up to the day of the event to earn limited-edition *Walk for Rice* swag:

- \$100: 27<sup>th</sup> annual *Walk for Rice* Mug
- \$250: 27<sup>th</sup> annual *Walk for Rice* T-Shirt
- \$500: 27<sup>th</sup> annual *Walk for Rice* Bowl
- \$1,000: 27<sup>th</sup> annual *Walk for Rice* Sweatshirt

Incentives are cumulative, so if you raise \$1,000 or more, you get all four!

### Utilize the Walk for Rice Website

Visit the *Walk for Rice* website ([www.walkforrice.org](http://www.walkforrice.org)) to find tools that'll make raising funds quick and easy. You can track your progress, invite friends and family to join the *Walk*, donate, and find useful information about the event and ACRS. Make sure to use the social media tools to spread the word about *Walk for Rice* on your personal profile. Leverage your network!

### Corporate Matching Gifts

Maximize the impact of your donations – don't forget to check with your Human Resources department at work and see if they offer a matching gift program!

### Put the FUN in Fundraising

See the **Fundraising Ideas** section for creative and easy tips.

### Follow Up, Follow Up, Follow Up!

Everyone is busy and it's very likely your email may fall between the cracks. A friendly reminder can work wonders. Follow-up messages should be personal, individual and brief:

*Hi Jane, I wanted to remind you about my request to sponsor me for the 27<sup>th</sup> annual Walk for Rice, just in case you were still planning to donate. I appreciate your support! - Thanks, J.P.*



*Fundraising doesn't have to be exhausting -- have fun with it!*



## FUNDRAISING 101 (cont.)

### Quote the Facts

Help raise awareness about hunger in our community and all the ways in which the ACRS Food Bank work to support the most vulnerable individuals and families across King County. We've included some hunger facts and specific information about the ACRS Food Bank in this packet; check out the **Why Walk?** section.

### ACRS in the News

*Walk for Rice* has received media coverage in the past. Here is a small selection:

- [Success of Walk for Rice is matched by continued need](#). *International Examiner*, May 24, 2015
- [Step up to fight hunger in Seattle](#). *The Seattle Times*, June 19, 2015
- [After 25 Years, Seattleites Still Walk for Rice \(And Tofu, And Bok Choy\)](#). *KUOW*, June 26, 2015
- [Walk for Rice – Bringing community together to fight hunger for 25 years](#). *Northwest Asian Weekly*, July 3, 2015
- [ACRS Walk for Rice fights hunger – one grain at a time](#). *International Examiner*, July 21, 2015

Look out for additional *Walk for Rice* coverage on the *Walk for Rice* website ([www.walkforrice.org](http://www.walkforrice.org)) and our Facebook page ([www.facebook.com/walkforrice](http://www.facebook.com/walkforrice)).

### Finally... Just Ask

Most people begin by thinking of people in their personal network (like friends, coworkers, peers, neighbors and family members) and people who care about hunger in our community. Who else can you ask? Consider people who have asked you to sponsor them in similar events.



*Rice to the occasion! Team up to fight hunger.*



## FUNDRAISING TIPS & IDEAS

The possibilities are endless! To get you started, here are some fun and unique ways to get friends, family, coworkers involved in your fundraising efforts:

- **Visit your local businesses** (i.e., coffee shop, hairdresser, laundromat, grocery store, etc.) and ask for their support and/or see if you can leave a donation box.
- **Create a basketball, volleyball (or kickball or foosball or ping-pong) tournament** and have friends and co-workers place friendly wagers.
- **Host a bake sale.** Homemade baked goods are always popular!
- **Host a fashion show.** Get together with your teammates and charge a small admission to watch your team walk the runway in unique fashions.
- Ask for time to **speak to your congregation** during religious services.
- In addition to donating to yourself, **give small “anonymous” donations to your new teammates** as they sign up to give them a boost!
- **Create some friendly competition** by challenging other *WFR* teams with higher goals.
- Remind teammates and donors to **check for employer's matching gift programs** to maximize fundraising dollars.
- **Remember, the old-fashioned way works** – send handwritten letters to your friends and relatives. Some will respond simply because you took the time to write!
- **Send thank you notes to donors.** This is the best way to encourage support for next year!
- **Include a link in your email signature** directing people to your personal *WFR* webpage.
- **Host a barbecue or party** for your friends, families and colleagues, and invite them to donate to *Walk for Rice*.
- **Use your dog-walking skills** to feed people in King County! Ask friends or neighbors to sponsor you, and in return, bring their dogs to *Walk for Rice*.
- **Work with us!** Schedule an ACRS speaker at your next team, staff, or organization meeting. We can help you inspire action by talking about the ACRS Food Bank's impact in the community. Please contact Mary Ann Goto, our Annual Events & Donor Engagement Manager at [events@acrs.org](mailto:events@acrs.org) or (206) 695-7551 for more information.
- **Break your goal into tiny pieces.** If you want to raise \$250, just ask 25 friends, coworkers and family members for \$10 each. Better, yet, ask 20 friends for \$27 in honor of the 27<sup>th</sup> annual *Walk for Rice* – this will raise \$540, enough to buy over 300 pounds of rice. Plus, it'll earn you the *WFR* mug, t-shirt and bowl!