

How to set up a Walking for Women Go Fund Me Campaign.

Congratulations for being a part of this very special community. Walking for Women

We are encouraging every walker to set up their own campaign. We are here to help if need be but the [Go Fund Me](#) set up is pretty easy. We will help advertise your campaign.

You can walk as a solo walker or add other women to your team.

We will encourage other women to join your team, if you want and if they want to support the same cause you are walking for.

That way we build community. Women can still walk where they want, when they want. I have two other women on my team. I see my role as being there to support them.

As a woman joins your team just increase your goal by \$1000.00. Each individual team members' donation are tracked separately.

Some simple guidelines.

1. All Go Fund Me campaigns to follow the same format so we can, as a community, build our brand.
2. Just copy and paste the following format into your Go Fund Me page and fill in the blanks! It is that easy and sing out if you hit an issue. The best way to contact me is via Whats App.
3. **All Headings to be in bold**

Campaign Name


(Your Name) Walking for Women. Walker 6/100 (insert your walker number)

E.G. Liz Dwyer Walking for Women. Walker 6/100

Content body

Walking for Women is a community of women who are committed to helping other women by actively walking 100kms.

Each woman commits to raising \$1000 for an issue that directly affects women.



Who am I?

Why am I walking?

Who am I walking for?

How can you help?

- Please donate to this special campaign
- Share this across social media with your family and friends and ask them to share also. This makes such a difference. (*Ensure you include links to your Go Fund me page. You might also want to include links to **Walking for Women** IG and **Walking for Women** FB and ask people to follow us.*)
- Join **Walking for Women** as a walker
- Follow **Walking for Women** IG and **Walking for Women** FB

Would you like to know more about Walking for Women ?

Are you yearning to make a difference? Would you like to join other like-minded women to help women in need? Then maybe you would like to join us as one of 100 Women who are committed to walking 100kms.

Each woman who walks commits to raising \$1,000. As a collective, we will raise \$100,000 with all proceeds supporting other women in need. That is making a difference... and you can walk where you want and when you want. Walking 3.33 km per day means you will cover 100kms in one month. Most of us would walk this every day! This is designed to be doable, fun and make a difference! Would you like to know more? Please [Walking for Women: more info](#)

Thank you in advance for your contribution to this cause which means so much to me.

More information about (insert your campaign.)

And that is it! Please see example on next page.

Example

Walking for Women. Walker 6/100

Walking for Women is a community of women who are committed to helping other women by actively walking a raising funds for issues that directly affect women.

Who am I?

My name is Yvette Breytenbach, a Director of Morrison & Breytenbach architects.

As an architect I am horrified at the lack of the basic right to safe housing for women in distress.

Who am I walking for?

I am walking for the Hobart Women's Shelter "Buy a Brick Campaign" to support the construction of emergency shelters for women needing refuge.

Why am I walking?

Currently 7 out of 10 women requesting emergency shelter are turned away, forced to live rough or return to the situation of domestic violence that caused them to seek help. I can't imagine living under such circumstances!

How can you help?

- Please donate to this special campaign
- Share this with your family and friends. This makes such a difference
- Join **Walking for Women** as a walker
- Follow [Walking for Women IG](#) and [Walking for Women FB](#)

Would you like to know more about Walking for Women?

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Thank you in advance for your contribution to this cause which means so much to me.

More information about Womens Shelter Inc

The Hobart Women's Shelter (HWS) is committed to innovation and best practice as they provide support, housing and advocacy for women and children experiencing homelessness, all forms of violence and other challenges. Although there is no one pathway into homelessness for women affected by domestic and family violence, the research indicates that a concern for safety is the main motivation for women in that situation. A crisis point is generally reached, where they fear for their own safety or that of their children, necessitating their leaving their home for safer accommodation. For some women, this point is reached quickly and follows one incident of violence, for others, it may take years for them to build up the courage to flee the violence and leave. Low-income earners, in particular, need more affordable homes close to other services, but access continues to be an issue with most private rentals being leased to people of moderate to high income. Consequently, low-income households are pushed into housing stress.

For more information on the HWS campaign to which these funds will go, go to:
[Hobart Women's Shelter](https://www.hobartws.org.au/buy-a-brick-campaign/)<https://www.hobartws.org.au/buy-a-brick-campaign/>

How do get support with advertising?

We will make you a reel which you can then post to your own social media outlets. We will also post your reel on [Walking for Women IG](#) and [Walking for Women FB](#) (please follow our pages) and our Walking for Women webpage and we will help promote your campaign by adding it to all of our material.

To have your reel made please contact Erin van Nieuwkuyk via Whats App. 0409 954 975. Erin is my VA.

She will need

- a variety of photos
- your walker number
- the name of the cause you are walking for.

You can review your reel before it is published but please note only one free edit will provided.

We will also add you to the What App group of women who are walking.

Good luck and thank you for joining us!

