

FRIENDS ^{OF} THE WALKWAY

CROWDFUND-A-LIGHT TOOLKIT

Bringing your community together to illuminate the Walkway has never been easier! Whether you're part of a team, organization, or celebrating a special occasion, Crowdfund-A-Light allows groups of any size to contribute toward adopting a solar light. Together, your collective efforts will create a lasting tribute on the Walkway for all to see.

Each adopted light includes a custom-engraved plaque displayed for five years with the option to renew. Your tax-deductible contribution of \$1,500 supports Walkway Over the Hudson, ensuring it remains a vibrant, welcoming space for all.

STEP ONE: Create Your Fundraising Page

- » Visit walkway.org/adopt and click *Crowdfund-A-Light*.
- » From the crowdfunding portal, click "BECOME A FUNDRAISER" and complete the form.
- » You'll receive an email with a unique URL and text-to-donate code to share with supporters.

STEP TWO: Personalize Your Page

- » Click "**Personalize My Page**" to customize your donor profile.
- » Upload a photo so supporters recognize you.
- » Set a personal fundraising goal – You can set your own target, but at least \$1,500 must be raised to Adopt-A-Light.
- » Share why you love the Walkway and what this campaign means to you.
- » Click **SAVE CHANGES**— you can update your page anytime via the link in your confirmation email.

STEP THREE: Start Your Crowdfunding Campaign

- » Click "**Join or Create a Team**" in the top right to set up your campaign.
- » Name your campaign.
- » Set your **team goal to \$1,500**.
- » Add photos showcasing your connection to the Walkway.
- » Write a personal message explaining *why* this campaign matters
highly recommended
- » Click **SAVE CHANGES**—you can edit your campaign anytime via the link in your confirmation email.

NEED HELP?

Call **845-454-9649** or email walkway@walkway.org.

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CROWDFUNDING GUIDE TO SUCCESS

Personalize Your Story: Add photos, write a compelling bio, and explain why the Walkway is important to you. The more personal, the more impactful!

Reach Out Directly: Call, text, or email family and friends. Personal outreach is far more effective than social media alone. You can text them directly with the code you received via email when you signed up!

Use Social Media Strategically: Share your custom donation link when engagement is high on platforms like Facebook, Instagram, and Twitter.

Ask for Donations Instead of Gifts: Birthdays, anniversaries, and holidays are perfect occasions to request contributions instead of presents.

Set Milestones & Celebrate Progress: Publicly thank donors, share updates, and keep your supporters engaged along the way.

Your fundraising link will look like this:

<https://igfn.us/vf/Adopt25/team/YourTeamNameHere>

IMPORTANT DETAILS (THE FINE PRINT, SIMPLIFIED)

Campaigns must raise \$1,500 within 12 months. If the goal isn't met, all funds will support Friends of the Walkway's mission.

Any amount raised beyond \$1,500 will go toward Walkway operations and improvements.

Choosing Your Light Number: Walkway lights are numbered 001 - 454. If you'd like a specific number, email walkway@walkway.org to reserve it. Some numbers may already be claimed.

Plaque Details:

- » **Size:** 4" x 12" rectangular metal plaque
- » **Engraving:** Max 44 characters (22 per row), centered in all capital letters
- » **No advertisements, websites, or hashtags allowed**
- » **Installation Time:** 6-8 weeks after design approval

READY TO GET STARTED?

Visit: walkway.org/adopt and **launch your campaign today!**