

## EVERY DAY MATTERS: Participant Guide



### Thank you for supporting Brave Step!

Thank you for joining our inaugural Fill the Month fundraiser. By participating, you're helping ensure that survivors of sexual violence have access to counseling, support groups, educational programs, and a community that believes recovery is possible.

*The concept is simple: Fill your calendar. Change lives.*

### How It Works

Create your personal calendar using the link below and invite friends, family, coworkers and community members to "claim" a date.

When someone chooses a date, they make a donation equal to that day's number. Examples:

- August 3 = \$3 donation
- August 12 = \$12 donation
- August 25 = \$25 donation

Your goal is to fill as many days as possible. Every day claimed helps provide support, recovery and hope for survivors.

### Why Your Participation Matters

Recovery doesn't happen in a single moment. It happens every day.

Every counseling session, support group, prevention workshop and survivor connection is made possible through people who care. By inviting your community to participate, you are helping Brave Step:

- Support survivors on their journey
- Strengthen families and loved ones affected by trauma
- Provide prevention education that helps create safer communities

### Getting Started

#### Step 1: Personalize Your Calendar

- Create your calendar: <https://secure.coakerbend.com/projects/join/16fc9b35-65d8-4b71-a43a-bf799e035642>
- Add your name and photo (optional).
- Consider sharing why Brave Step's mission matters to you. Your reason doesn't need to be personal or detailed. Simple is powerful.

Examples:

- "I believe every survivor deserves support."
- "Brave Step creates hope and healing in our community."
- "I'm participating because everyone deserves to be heard and supported."
- To personalize your page, go to your personal fundraising page. Scroll to the bottom and click on "Edit Calendar" to personalize your own message.

#### Step 2: Make Your First Ask

- Start with people most likely to say yes: Family, close friends, coworkers, faith community members and longtime supporters of causes you care about
- Many participants find that the first few days fill quickly.
- Momentum builds confidence.
- A custom link directly to your calendar can be found in your personal profile. Scroll to the bottom and click Share with Friends to grab a custom link or email to your network.

### Step 3: Share Throughout August

Post updates when:

- You launch – (near or on August 1)
- You reach the halfway point
- You have only a few dates remaining
- You fill your calendar

People are more likely to participate when they see progress.

### Sample Messages

- Text Message  
Hi! I'm participating in Brave Step's "Every Day Matters" fundraiser. Would you be willing to claim a day on my August calendar and donate that amount to support survivors? For example, August 10 = \$10 or August 24 = \$24. (include personal calendar link) Thank you for considering it.
- Social Media Post  
I'm helping Brave Step fill every day of August with support for survivors. The challenge is simple: choose a date and donate that amount. Would you be willing to claim a day? Together, we can make sure no day goes unsupported. (include personal calendar link)  
#FillTheMonth #BraveStep
- Email Copy  
**Subject:** Will you claim a day to support survivors?  
Hi [Name],  
I'm participating in Brave Step's "Every Day Matters" fundraiser, and I would love your support. The idea is simple: choose a date on my August calendar and donate that amount. For example, August 8 = \$8 or August 21 = \$21.  
Every day claimed helps Brave Step provide counseling, support groups, education and hope for survivors of sexual violence and their loved ones. It also helps strengthen prevention efforts that protect children and create safer communities.

Would you be willing to claim a day on my calendar? You can choose any available date here: [include personal calendar link.](#)

Thank you for considering a gift and for helping fill the month with support for survivors. Every day matters.

With gratitude,  
[Your Name]

- Follow-Up Post

Thank you to everyone who has already claimed a day! My calendar is now \_\_\_\_% full. I still have a few dates available and would love your help reaching my goal. Who wants to claim a day?

### **Tips for Success**

- Keep It Simple
- People don't need a long explanation.
- The easier the ask, the more likely people are to participate.
- Ask More Than Once: Many people intend to respond but forget. A friendly reminder is often all that's needed.

### **Celebrate Every Gift**

- A \$5 donation = 12 minutes of specialized therapy with a compassionate, carefully-vetted therapist. A \$10 donation = fuels 10 minutes in group therapy where connection is made, a shift in understanding can be taken and a step towards freedom.
- Every day claimed moves us closer to our goal.
- Have Fun With It: Invite siblings, coworkers, book clubs, sports teams, neighbors, or friends to join. This campaign is about community as much as fundraising.

### **Frequently Asked Questions**

- What if someone wants to give more than the date amount?
  - Wonderful! They are welcome to make a larger gift.
- What if someone wants to claim multiple dates?
  - Absolutely.
- Do I need fundraising experience?
  - Not at all. This campaign was designed to be simple, approachable, and fun.
- What if I don't fill every day?
  - That's okay. Every day claimed represents support for survivors and makes a difference.

### **Thank You**

Because of supporters like you, Brave Step can continue providing recovery-centered services, education and hope to survivors and their loved ones.

Thank you for helping fill the month with support. **Together, we are creating a community where survivors can recover grow and thrive.**

### **Questions or Support**

Contact Crystal at [info@bravestep.org](mailto:info@bravestep.org).