



Fundraiser



Toolkit

Everything you need to confidently start fundraising and inspire others to support your journey.

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Welcome to Walk for Joy by O'Joy

Thank you for walking with us.

Dear Fundraiser,

Thank you for choosing to be part of **Walk for Joy by O'Joy**.

By signing up, you've joined a growing community that believes no one should have to walk life's journey alone.

Every step you take and every dollar you raise helps bring hope through counselling, community care and mental wellness support for people of all ages.

Together, our goal is to raise \$500,000 to reach 10,000 people through community outreach, mental wellness screening and counselling support. Every conversation you start and every person you inspire brings us closer to that goal.

The most meaningful part of your fundraising isn't how far you walk—**it's why you walk.**

Whether you're walking in honour of someone you love, supporting mental wellness, or simply wanting to make a positive difference, your story has the power to inspire others to give.

Don't worry if you've never fundraised before. You don't need to be an expert. This toolkit has been designed to help you get started with simple tips, ready-to-use messages and practical ideas to make fundraising easy and meaningful.

Thank you for choosing to walk with purpose, inspire generosity and bring hope to our community.

Together, every step matters.

With gratitude,
Choo Jin Kiat
Executive Director
O'Joy Limited

Together, We Can Bring Hope to 10,000 Lives

Why Your Fundraising Matters

This year, our goal is to raise **\$500,000**.

Together, we'll help bring hope to **10,000 people of all ages** through:

Mental wellness and cognitive health screening

Helping people recognise concerns early and seek timely support.

Counselling

Providing individuals and families with professional support to navigate life's challenges.

Community outreach

Creating opportunities for more people to learn about mental wellness, reduce stigma and know where to seek help.

Every fundraiser plays a part in making support more accessible for our community.

Every Dollar Creates Hope

Your Support Can Help

\$75 – Support a mental wellness or cognitive health screening

\$250 – Support a counselling session

\$2,000 – Support a counselling journey of eight sessions

These examples illustrate how donations can contribute towards O'Joy's programmes and services.

Quick Start Guide

Start Fundraising in 5 Simple Steps

1. Personalise your fundraising page

Add:

- Your photo
- Your fundraising goal
- Why you're walking

2. Make the first donation (optional)

People are more likely to support a campaign that's already started.

3. Ask 10 people today

Start with family and close friends

Personal messages are more effective than mass broadcasts

4. Share your story

Post on LinkedIn, Facebook or Instagram.

Tell people why this cause matters to you.

5. Thank every donor

Post on LinkedIn, Facebook or Instagram.

A simple thank you helps donors feel part of your journey



Pro Tip:

Fundraisers who ask within the first 48 hours are more likely to reach their fundraising goal!

Message Templates

WhatsApp/Telegram

Hi everyone! 🙌

I've signed up for **Walk for Joy by O'Joy!** 🚶‍♀️ ✨

From now till 30 September, I will be walking **[insert your distance goal]** to champion mental health awareness and care!

I'm walking because **[share your reason, e.g., "I strongly believe mental well-being should be accessible to everyone"]**.

Every kilometer I walk and every dollar we raise together brings us closer to our overall goal of raising \$500,000 to support 100,000 people in need through O'Joy's professional counselling, community care, and mental wellness programs.

If you're able, I'd be so grateful for your support! ❤️

❤️ Donate here: **[Insert your Personal or Team Fundraising Link]**

Donations to O'Joy are eligible for **250% tax deduction** for eligible tax residents in Singapore.

Thank you for cheering me on and helping ensure that no one has to walk alone! 🙏

Message Templates

Email

Subject: I'm walking for hope. Will you support me?

Dear **[Name]**,

This year I've chosen to take part in **Walk for Joy by O'Joy** because **[share your reason, e.g. "I want to help provide compassionate support for seniors in our community"]**.

From now till 30 September, I will be walking **[insert your distance goal]** to bring hope to those who need it most.

Every kilometer I walk and every dollar we raise together brings us closer to our overall goal of raising \$500,000 to support 100,000 people in need through O'Joy's professional counselling, community care, and mental wellness programs.

If you're able to support my fundraising, I'd be incredibly grateful. 🧡

❤️ Donate here: **[Insert your Personal or Team Fundraising Link]**

Donations to O'Joy are eligible for **250% tax deduction** for eligible tax residents in Singapore.

Thank you for walking this journey with me.

Warm regards,

[Your Name]

Message Templates

Follow up message

Hi everyone! 🙌

Just wanted to update that **Walk for Joy by O'Joy** is wrapping up on 30 September! 🚶

Thank you so much to everyone who has already supported my fundraiser! I've reached **[X]%** of my target so far, helping us get closer to our goal of supporting 100,000 people! 🎯

If you haven't had a chance yet, there's still time to contribute:

👉 Donate here: **[Insert your Personal or Team Fundraising Link]**

Donations to O'Joy are eligible for **250% tax deduction** for eligible tax residents in Singapore.

Appreciate all your encouragement and support! ❤️

30-Day Fundraising Playbook

Week 1 — Start Strong

- ☐ Personalise your fundraising page.
- ☐ Send WhatsApp messages to at least 10 people.
- ☐ Share your first social media post.

Week 2 - Share Your Story

- ☐ Tell people why you're walking.
- ☐ Thank every donor personally.
- ☐ Invite five more friends to support.

Week 3 - Build Momentum

- ☐ Share a photo from your walk.
- ☐ Celebrate reaching 50% of your goal.
- ☐ Post an update on your progress.

Week 4 - Finish Strong

- ☐ Make one final fundraising appeal.
- ☐ Thank everyone who supported you.
- ☐ Share your completed walk.
- ☐ Celebrate the impact you've made.

Social Media Toolkit

Tell Your Story

- People don't donate because you are walking.
- They donate because they understand why you're walking.
- Keep your story simple.

Why did you join Walk for Joy?

Who are you walking for?

Why does mental wellness matter to you?

How will donations make a difference?

5 Weeks, 5 Posts

share your fundraising journey and keep your supporters engaged.

Week 1

 I've joined Walk for Joy by O'Joy.

Week 2

 Why I Walk.

Week 3

 Halfway there!

Week 4

 Help me reach my goal.

Week 5

 Thank you—we did it!



Pro Tip:

- ✓ Share photos from your walks.
- ✓ Celebrate every fundraising milestone.
- ✓ Thank your donors publicly.
- ✓ Include your donation link in every post.

Frequently Asked Questions

About the Cause

What am I fundraising for?

You're helping bring hope through counselling, community care and mental wellness support for people of all ages.

Together, Walk for Joy by O'Joy aims to raise **\$500,000** to reach **10,000 people** through community outreach, mental wellness screening and counselling support.

How will my fundraising make a difference?

Every donation helps make support more accessible for people who need it most.

Your fundraising contributes to:

- Community outreach that encourages people to seek help earlier.
- Mental wellness and cognitive health screening.
- Counselling support for individuals and families.

Every contribution, no matter the amount, helps create hope.

Why does this matter?

Mental wellness affects people of all ages. Many people delay seeking support because of stigma, uncertainty or lack of awareness.

By fundraising, you're helping more people learn about available support and access it when they need it.

About Fundraising

I'm nervous about asking people to donate.

That's perfectly normal. People aren't just supporting a charity, they're supporting you and the cause you've chosen to champion. Share your reason for walking.

Authentic stories inspire generosity.

How much should I ask for?

There's no minimum donation. Instead, set yourself a fundraising goal and invite people to contribute whatever they're comfortable with. However, we encourage every participant to aim for \$500 or more to help us achieve our collective campaign goal and bring hope to more people in need.

What if someone says no?

That's okay. Thank them for their time. They may choose to support you later, share your page with others, or cheer you on in other ways.

What's the best way to raise more?

The most successful fundraisers:

- Start early.
- Ask personally.
- Share why they're walking.
- Post regular updates.
- Thank every donor.
- Follow up once before the campaign ends.

About the Walk

Can I walk with family or friends?

Absolutely! Walking together is a great way to encourage one another while raising awareness and funds.

Do I have to complete a specific distance?

Copy your unique link from your dashboard and share it via WhatsApp, email, or social media. See our Social Media Toolkit for tips.

Can I fundraise as a team?

The fundraising window closes on event day. We encourage starting early to build momentum over 4–5 weeks.

Who do I contact for help?

Please contact us at walkforjoy@ojoy.org We're here to support you throughout your fundraising journey.



Every step you take. Every conversation you start. Every dollar you raise.

Together, we bring hope to someone who needs it most.

<https://walkforjoy.ojoy.org/contact>

Need



Help?

→ 📱 88046356 (WhatsApp)

✉️ Walkforjoy@ojoy.org

FAQ: <https://walkforjoy.ojoy.org/faq>

*We're here to help you make every
step count.*