



Seattle to DC

# FUNDRAISING TOOL KIT

2025 VIRTUAL EVENT



# FIRST, **THANK YOU!**

**BY JOINING ACCESS WALK:** Seattle to DC, you're taking real steps to support individuals facing overwhelming obstacles to accessing abortion care. Your participation ensures that we can remove barriers and fund essential needs like travel, lodging, meals, and childcare. This toolkit gives you everything you need to fundraise, engage your community, and be part of something powerful.

**QUESTIONS?** Reach out to [info@accesswalk.org](mailto:info@accesswalk.org)

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# ABOUT **ACCESS WALK**

**Access Walk has one goal:** Offer financial support to regional organizations that provide access to safe abortion care.

These regional organizations typically have minimal staffing and financial resources and face challenges when attempting to raise funds for abortion services. Access Walk plans to meet this financial need by raising funds through an annual walk event.

Individuals and teams are invited to participate, and all participants are encouraged to collect sponsorships from their friends, family, co-workers, and if appropriate, their employer for sponsorship matches. Access Walk will also use the annual event to engage with the community and corporate sponsors by promoting through local media, news organizations, websites, and social media platforms.

## What is Access Walk?

Access Walk is a non-profit raising funds and awareness to remove barriers and ensure access to safe abortion care. Each fall, walkers gather to support our mission in granting financial assistance to regional organizations that provide access to safe abortion services.

The 2022 decision of the U.S. Supreme Court in the *Dobbs v. Jackson Women's Health Organization* case overturned the longstanding ability for individuals to access abortion services and eliminated federal standards established by earlier decisions in the cases, *Roe v. Wade* and *Planned Parenthood v. Casey*.

Since the ruling, access to abortion services has become illegal or severely restricted in states across the country, creating a situation where individuals must travel long distances – sometimes crossing state lines – to access safe abortion services.



## Who We Are:

The Pyatt family, seeing the national outcry in 2022 for access to safe abortion services, decided to raise awareness and funds to give financial support to local organizations to ensure access to safe abortion services. This includes expenses like travel, lodging, and childcare for individuals seeking an abortion.

**\$160k** in donations raised through Access Walk have been awarded **Cedar River Clinics of Washington** and **Lilith Clinic**. Each year the proceeds will be awarded to local organizations and facilities that provide access to safe abortions.

# EVENT OVERVIEW

**Access Walk: Seattle to DC** is a nationwide, all-virtual fundraising event. From now through **September 13, 2025**, participants will walk **14 miles** at their own pace and in their own communities. Together, we aim to log **2,800 collective miles**—the distance from Seattle to Washington, DC—and raise **\$70,000** to fund travel-related expenses for those seeking abortion care.

## HOW IT WORKS:

- Walk anytime, anywhere
- Set a goal of **14 miles**
- Raise **\$25 per mile = \$350 total**
- Join monthly challenges and build momentum
- Celebrate the final day on **September 13** with a hybrid in-person and virtual event, more details coming soon!

# FUNDRAISING TIPS

Building your team and asking for donations gives your community and network a chance to make a difference!

Removing barriers to safe abortion services is vital to our healthcare system and it's a cause worth getting behind!

## TELL YOUR STORY

**Why are YOU walking 14 miles?** Personal stories inspire donations. Share what access to reproductive healthcare means to you. Your community and network cares about YOU! This will help motivate others to join and support, too. You will also find that telling your story will INSPIRE others to tell theirs and you will find that many other have their own personal reasons and stories to support this important cause and take action.

## WHAT TO SAY (QUICK PITCH)

"We're walking 14 miles—virtually—and raising \$25 per mile to help people travel for abortion care. Want to walk with me or sponsor a mile?"

"Can you give \$25 to help someone pay for food, gas, or a night of lodging while they travel for reproductive healthcare?"

## SET YOUR ASK

**YOUR GOAL:** \$25 per mile for 14 miles = \$350. Invite people to sponsor a mile—or more.

**\$25 = 1 mile**

**\$50 = 2 miles**

**\$100 = 4 miles**

## MAKE THE ASK — THREE TIMES!

### 1. Kickoff Ask

Announce your walk and ask supporters to sponsor your miles.

### 2. Midway Update

Share progress and how many miles are left to sponsor.

### 3. Final Push

Remind people that it's not too late to help close the gap.

## WHAT DONATIONS COVER:

**\$25**

One day of meals

**\$50**

Fuel and snacks for travel

**\$100**

Three days of meals or one day of care for a family

**\$500**

Travel + lodging for one

**\$1000**

Full coverage for two travelers

# HARNESS THE POWER OF SOCIAL MEDIA AND EMAIL

**Use social media to inspire your donors and share your progress.** Post frequently, share your why, use our social media graphics and link to your personalized team fundraising page.


**Instagram Users:** Add your personalized team fundraising link to your bio and use the “link” function in an Instagram story. Mention LINK IN BIO in your content text.

**Email your friends and family** members using the email template provided in this tool kit. These emails will be more impactful when you personalize and send them with intention.

**TAG US**

use [#accesswalk2025](#)

 @accesswalk

 @teamaccesswalk

 @accesswalk



## THANK YOUR SUPPORTERS!

**Every time a donation is made**, or someone joins your team, you will receive a notification. As soon as possible, reach out to them and thank them for their generous support. Share their participation on social media and thank them publicly, this will also encourage and remind others to get involved or donate.

**Follow up** after the event to thank your donors again, share the success of the event and that you appreciate their participation. This will cultivate the relationship and set you up for success with future events.



## Customize your personalized team fundraising page.

Explain why you are participating, add photos and set a goal!

# SOCIAL POST TEMPLATES

Click on the social media download images button below to use with your posts, and feel free to use the text provided. **Be sure and insert your personal team links!**



I'm walking 14 miles with #AccessWalk2025 to support those who are forced to travel for abortion care. I'm asking for \$25 per mile to help cover meals, lodging, and travel for people who need it most.

Join me virtually—walk your own miles, raise funds, and fight for access.

Donate here: [\[Insert Team Link\]](#)

#SeattleToDC #WhyWeWalk  
#AccessWalk2025 #MyBodyMyChoice

[click here to download images](#)



We're walking 2,800 miles—virtually from Seattle to DC—for reproductive justice. Every step counts.

I'm walking 14 of those miles and raising **\$25 per mile**—\$350 total—to directly support travel costs for abortion care.

Support my walk: [\[Insert Link\]](#)

#SeattleToDC #WhyWeWalk #AccessWalk2025 #MyBodyMyChoice



I'm walking 14 miles—and asking for \$25 per mile—to support people traveling for abortion care.

That's \$350 total, and every dollar helps fund meals, lodging, and childcare.

Sponsor one of my miles here: [\[Insert Link\]](#)

#SeattleToDC #WhyWeWalk #AccessWalk2025 #MyBodyMyChoice

*Why do YOU walk?*



This isn't just a walk—it's a **movement**.

I'm joining #AccessWalk2025 and walking 14 miles in solidarity with those who must travel far from home for abortion care.

We're logging **2,800 miles from Seattle to DC** and raising \$70,000 to make access real for everyone.

Support my walk or join the movement here: [\[Insert Link\]](#)

#SeattleToDC #WhyWeWalk #AccessWalk2025 #MyBodyMyChoice



I'm walking with #AccessWalk2025 because I believe no one should be denied healthcare because of their zip code.

This virtual event honors real stories—people forced to drive 300+ miles, sleep in their cars, or delay care they urgently need.

I'm walking 14 symbolic miles and raising \$350 to help fund travel, meals, and lodging for those facing these challenges right now.

Join me or donate here: [\[Insert Link\]](#)

## JOIN MY TEAM EMAIL TEMPLATE

**SUBJECT: Walk With Me—\$25 a Mile for Access**

Hello [Name],

I've joined **Access Walk: Seattle to DC**, a virtual walk for reproductive freedom that challenges participants to walk **14 miles**—the symbolic distance from Idaho to the nearest Planned Parenthood.

I'm aiming to raise **\$25 per mile**—that's **\$350 total**—to support individuals who must travel for abortion care. Every dollar helps cover lodging, childcare, meals, and transportation.

You can walk with me (virtually!) by joining my team, or support by donating.

Join my team: [\[Insert Team Link\]](#)

Let's walk for justice and access.

With gratitude,

[Your Name]



## ASK FOR A DONATION EMAIL TEMPLATE

**SUBJECT: I'm Walking 14 Miles for Reproductive Healthcare**

Hi [Name],

I'm participating in **Access Walk: Seattle to DC**, a virtual movement raising \$70,000 to support people who must travel for abortion care. I'll be walking **14 miles** and raising **\$25 per mile** to reach my **\$350 goal**.

Please consider sponsoring one of my miles!

Donate here: [\[Insert Link\]](#)

Your support makes a real difference.

Thank you,

[Your Name]

## CUSTOMIZABLE TEAM FLYER

Click on the flyer template to download for use. It will open a Word file, customize your team's name and QR code, choose "save image as" to save to your device.

[click to download](#)

[click here to access](#)

## EVENT PHOTO GALLERY

## EVENT POSTERS

# JOIN OUR TEAM!

 **accesswalk 2025**



Register and Join  
[INSERT TEAM NAME]  
Today!

Come support **ACCESS**  
to **REPRODUCTIVE**  
**HEALTH CARE**

9.13.25



[download posters](#)

JOIN US + WALK  
TO SUPPORT  
**ACCESS TO**  
**REPRODUCTIVE**  
**HEALTH CARE**

To register + donate  
[accesswalk.org](https://accesswalk.org)



**MY BODY**  
**MY CHOICE**  
**MY FUTURE**  
**MY VOICE**

Hybrid Celebration **September 13**

*Exercise Your Right  
to Bodily Autonomy*



JOIN US + WALK  
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Hybrid Celebration **September 13**

*Exercise Your Right  
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# COLLECTING DONATIONS

## Online Donations

The easiest and best way for your supporters to donate and join your team is online, through your personalized team fundraising page. This makes it so donations are automatically added to your team and appear immediately.

## Checks

If your donor would like to write a check, please ask them to:

- Make the checks out to: **Access Walk**
- Include participants full name or team name on the memo line, so that our team knows how to designate the gift.
- Mail checks to: **Access Walk, P.O. Box 2884, Leavenworth WA 98826**

## Donation Receipts and Acknowledgements

- Donations to Access Walk are 100% tax-deductible
- Donors who make an online gift will automatically receive a receipt and tax acknowledgment via email. You will also receive a notification that a donation has been made to your team.
- Donors who make an offline donation via check will receive a printed acknowledgement in the mail.

**Access Walk Tax ID # 92-0670811**



**THANK YOU** for walking with us—from Seattle to DC. Your steps, your miles, and your voice are part of something bigger.

**Together, we are walking toward justice.**

If you ever have questions or want a word of encouragement, **we're happy to help.**

Feel free to reach out to our team by emailing [info@accesswalk.org](mailto:info@accesswalk.org).

