

Fundraising Workbook Table of Contents

Welcome to the 2014 rungevity program	1
Guidelines for TASK Force Force Members	1
Fundraising Timeline	2
Personal Fundraising Pages and Emails	5
Purpose of a Fundraising Page	5
Tips for a Successful Online Fundraising Page	5
Getting the Word Out	5
Other Ways to Promote Your Page	6
Who Should You Ask.....	7
How to Make the Ask	7
Make the Connection with the Mission.....	8
5 Steps to a Personal Ask with an Individual You Already Know.....	8
Letter Writing	10
Sample Personal Letter #1	11
Sample Letter #2.....	12
Sample Cover Letter Language	13
Sample Business Solicitation Letter.....	14
Sample Thank You Letter	15
Following Up on Your Campaign	16
Sample Follow Up Email or Letter	16
Fundraising and Special Events	17
Fundraising Ideas.....	17
Corporate Sponsorships.....	18

Welcome to rungevity!

We are extremely excited for you to be a part of our team and to achieve your fitness and fundraising goals. On the following two pages you will find guidelines for participating in the program. Please carefully review the following two pages and proceed to complete the fundraising workbook. It is ESSENTIAL to helping you achieve your destination race and, most importantly, helping TASK assist children with the transition from acute care to home. YOU CAN DO THIS!

Guidelines for TASK Force Members

1. **FUNDRAISING TIMELINE-** Just as you will train with a training timeline, you will also have a fundraising timeline. To help judge your progression with fundraising, we ask that by **August 11th** you have 25% of all your fundraising completed, by **September 1st** you have 50% of all your fundraising completed, by **September 15th** you have 75% of your fundraising completed, and by **October 5th** you complete your fundraising by getting to the 100% mark.
2. **RECOMMITMENT-** The date for recommitment is **September 1st** by which time you should have raised 50% of your fundraising minimum. You may make a personal donation to get up to 50%.
3. **FUNDRAISING DEADLINE-** The final fundraising deadline is **October 5th** and you must meet or exceed your goal by this time in order to race in the rungevity Rock 'n' Roll St. Louis Marathon & ½ Marathon. You may make a personal donation to cover the remainder of the fundraising amount.
4. **POSSIBLE INJURIES-** We strongly recommend that you speak with your doctor prior to training for The rungevity Rock 'n' Roll St. Louis Marathon & ½ Marathon.

Fundraising Timeline

We have created this schedule to help you accomplish your fundraising goals. Although it may seem overwhelming at first, when you break it down week by week it becomes much easier! **The most important thing to remember is that you will have to put forth time and effort into fundraising, just like physically training.** This is the main factor that distinguishes those who meet their fundraising goals from those who do not. Please reach out to us at any time with questions and concerns! We are here to help you accomplish your goals and assist you in your support for this wonderful organization!

****Feel free to progress beyond the recommended benchmarks for the time period.**

Important Dates:

- The week after you sign up – begin fundraising in earnest
- August 11th – at least 25% of your fundraising completed
- September 1st – at least 50% of your fundraising completed
- September 15th – at least 75% of your fundraising completed
- October 5th – at least 100% of your fundraising completed
- October 6th – Keep going!

The Week You Sign Up To Participate:

- Create your **personalized fundraising page on Crowdrise.**
- Make a list of **5-10 people** you know will support you.
- Include your fundraising link on your email signatures for all your email accounts. (Think of the number of emails you send on a daily basis!)
- Send your first individual emails and/or letters to the people you know will donate.
- Start talking to your colleagues and friends about the race; the more aware people are, the more likely they are to help you accomplish your goals!
- Read the fundraising workbook.
- Research TASK and familiarize yourself with the mission.
- Visit www.tasksports.org for more information.

1 Week After You Have Signed Up:

- Draft a mass email. (See sample in back of workbook)
- Come up with a list of people to whom you will send a general email.
- Send your first mass email!

2 Weeks After You Have Signed Up:

- Post your personalized fundraising link to your Facebook, Twitter, etc. account.

3 Weeks After You Have Signed Up:

- Draft your fundraising letter. This wording can be very similar to what you have on your fundraising page. (See sample in back of workbook)
- Start finding addresses for those without email addresses.
 - Keep a database of personal information that you are *constantly* updating.

Week of August 11th:

- By this time you should have reached 25%. Consider your next steps.
- **Start thinking about fundraisers.** Plan to do one per month, either individually or as a group.
- Make a list of all businesses you will solicit.
 - Collect addresses and information. Compile in a database.
- Draft a fundraising letter to businesses. (See sample in back of workbook)
- Exchange letters with a fellow TASK Force member to review.
- Staple your business card to EVERY letter to clarify contact information.

Week of August 18th:

- Print your database of businesses.
- Take your letters to the businesses **in person**, and ask to speak to the **manager**.
If the manager is not available, tell them what you're there for and ask them if there's someone else you should speak to.
 - If their answer is no, ask them when the manager will be there.
 - Thank them, and leave.
 - Return when the manager will be available, then continue:
 - If someone is available, explain your purpose.
 - Outline your letter in verbal format
 - WHO you're raising money for
 - WHAT you're doing to raise that money
 - WHY this is important to you
 - What you are asking of them (pretty PLEASE)
 - Money
 - In-kind donation for an event or for your race
 - Sponsor-a-mile
 - Put a flyer on their window/bulletin board
 - Give them the letter and tell them it's all written down for them and that your contact information is included.
 - Politely insist that if you don't hear back from them by a certain date, you will call to check on the status of their decision.
 - Thank them; leave.
- Ask your family, friends, and other DONORS to **forward** your link to those they know. Recommend they use a **cover letter**. (See sample in back of workbook)
- Send a **follow-up email** to those who have not contributed yet.
- Review your progress: What do you still need to do? How far do you have to go before you reach your fundraising goal? Remember, the Rock 'n' Roll team is HERE to help YOU!

Week of September 1st:

- By this time you should be at the **50% mark**.
- How can TASK help you?
- Evaluate your group projects and fundraising events: How much have they generated? How much more do you need to fundraise?
- Ask a fellow TASK Force member how things are going for them. Get together for coffee or lunch to support each other. If you do not live close, reach out by email or phone. They will appreciate the support, and you can share your experiences and bounce ideas off of them.

Week of September 7th:

- Follow up on all outstanding business sponsorships with a telephone call. Ask them if they have reached a decision and make a request for a specific gift.
- Follow up with those who made a verbal commitment BUT have not pledged yet.
- **Send an email to your donors thanking and updating them** on your progress. They want to support you! They will appreciate knowing where you are in your training and fundraising. Reminder: Your **running mileage log** and **fundraising contact list** can help with this aspect.

Week of September 15th:

- At the end of this week you should be **at 75%! (You are SO CLOSE!)**
- Reach out to the TASK team and UPDATE us on your progress. Include your mileage from your running log in all correspondence!
- Decide if you will do more fundraisers to reach your goal, individual and/or group-based efforts.
- UPDATE your Crowdrise page. Review your progress and make notes of all those who have donated and those that have not yet given. Thank your donors, and REMIND others of your upcoming deadline and impending MARATHON!
- UPDATE your Facebook, Twitter, and LinkedIn accounts with your progress. You deserve recognition for your efforts, and possibly you will attract more donors!

Week of September 21st:

- Start working on your FINAL thank you email and/or postcard.
 - Explore websites like www.vistaprint.com or www.snapfish.com to help create a personalized postcard with a photo of you training and/or completing the marathon/half-marathon (Envision your success!)
- Assemble email or physical addresses of all donors for thank you letters.
- UPDATE your email signature to reflect your progress.

Week of September 28th:

- **This is the last week before your fundraising deadline!** Time for that last-minute push!
- Send one last email to people who have not yet donated. Remind them of the upcoming deadline and emphasize the importance of every dollar.
- UPDATE your Facebook, Twitter, and LinkedIn accounts with progress, upcoming dates, and final requests. **GET EVERYONE EXCITED!**
- Have your thank you post cards and/or emails written and ready to send (minus your post—marathon picture!).

Week of October 5th:

- CONGRATULATIONS!! You made it!
- DON'T FORGET TO GET A POST-RACE PHOTO! (Whether it be professional, on your camera, on your phone, etc.) **Make a memory of your accomplishment and share it with others!** (i.e. your thank you letters)

Personalized Fundraising Pages and Emails

Purpose of a Fundraising Page

The purpose of your online fundraising page is to create a central location to display your information to potential donors while serving as an online vehicle for giving to TASK. **The website is easy to set up and use**, and makes it much easier for you to track your progress!

Note: You may still collect checks and cash! However, your supporters may now donate directly online through your Crowdrise fundraising page, a standard and more convenient method. Once a donation is made, they will receive a thank you email and you will be notified of their gift. The administrators also have access to run reports of all your online contributors making the tracking progress much easier.

Fun fact: Requesting money through online fundraising pages typically increases the average gift. The national average gift of a donor who contributes *online* to sponsor a race participant is close to \$80.00; the average gift through personal check is closer to \$26.00. **(\$80 is much greater than \$26!)**

Tips for a Successful Online Fundraising Page

- Make it personal Upload a photo to show the donors your personality.
- When setting your goal for others to see, set it **HIGHER** than your fundraising minimum. This will encourage others to continue giving once you come close to your fundraising minimum.
- Compose a PERSONAL message connecting you to the mission of TASK: How do you relate to the organization? What about its mission and practice do you find admirable?
- Manage your email address book; upload your contacts onto your Crowdrise site.
- Keep a running list of those you emailed and when you contacted them.
- Try to collect email addresses for offline donors to send thank you emails.
- **As soon as you receive a contribution, send a thank you email.**

Getting the Word Out

After you have created a fundraising page, you will need to spread the word to your family and friends to request donations. The most efficient way to do this is by email.

- Draft a short but personal message in the body of the email.
- Your subject line should be simple and **mention TASK**.
- Be sure to include the link to your fundraising page and make it stand out.
- Ask your contacts to forward the email to others.
- Keep those who donate in the loop; send them a thank you email and update them occasionally on your progress (both in training and fundraising). Your running log will help you to keep track.
- If they do not donate the first time, send a follow up email closer to race day.

Other Ways to Promote Your Page

- Add your personalized fundraising link in the signature line of all outgoing emails.
- Post a link on your Facebook, Twitter, and LinkedIn pages.
- Create a flyer announcing your fundraising with links to your page that others can tear off. Post the flyer in community gathering places, such as local coffee shops.

Now it's Your Turn!

- The first step is to create your fundraising page.
- The second step is to make a list of 5-10 people you believe will sponsor you.
 - Ex: mother, father, partner, aunt, brother, grandma, and your closest friends.
- Draft a special email message to them individually and ask that they sponsor you for an amount between \$50-\$100.

When you begin your email solicitations, it is very helpful if your page reflects money already given. **Potential donors will look at how much others have given** as a benchmark on what constitutes as an appropriate gift. Don't underestimate the power of social norming!

Below, write out a list of people to whom you will send your first fundraising email. **SEND THEM! As you send the emails, record the dates you sent them.** This will help you schedule a follow up email or conversation.

YOURSELF! Even if 'anonymous',
1 You are your own biggest supporter.
2 _____
3 _____
4 _____
5 _____

6 _____
7 _____
8 _____
9 _____
10 _____

After you have created a list of people you know will donate, make another list of 10 other people you will ask. It is ok to list more, and it is appropriate to send this email en masse from your fundraising page.

1 _____
2 _____
3 _____
4 _____
5 _____

6 _____
7 _____
8 _____
9 _____
10 _____

Who Should You Ask?

Keep in mind, anyone is a potential donor! Ask people you come into contact with regularly and/or have a shared relationship. Some suggestions:

- Your friends, extended family, neighbors, coworkers, coworkers of your spouse/significant other, parents of your children's friends, past professors, previous classmates, people who knew you when you were a kid, members of any recreational sports team you belong to, your parent's friends and neighbors, members of your spiritual congregation, neighborhood association, landlord, family doctor, dentist, chiropractor, masseuse, gym owner, grocery store, banker or bank, mechanic, financial advisor, dry cleaner, hair stylist, your attorney, mortgage broker, travel agent (The list goes on and on!)
- Keep asking! The absolute worst thing that could happen? They say no.

Even after you have sent out emails and letters, keep a copy of your letter with you at all times and make a goal to ask one person per day. Practice makes perfect; it gets easier!

Helpful Tips When Sending Emails – Don't end up in the Spam Folder!

- Avoid any punctuation in the email subject line.
- Make sure the entire message has no questionable words.
- Send the email to 10 or less recipients at a time. If you send to more, their email may kick you to the spam folder.

How to Make the Ask

Don't Feel Guilty About Asking – The Money Supports Kids in Need!

Your attitude matters! If you are not confident in your cause, you will not inspire anyone to contribute. If you feel nervous, examine the reasons. Remember, you are not asking money for yourself. You are giving the other person an opportunity to make a huge difference in the lives of so many special kids!

Be up Front

Avoid language such as, "Um, if it's not too much trouble, would you think about maybe, possibly."

BE CONFIDENT. BE SPECIFIC.

Pose a specific request for a specific amount. Use language that tells them what their gift will provide. "I have the opportunity to run and raise money for a wonderful organization that helps children with special needs. Would you consider sponsoring me for one mile, or \$114.50? A half-mile is only \$57.25. Every dollar counts."

Make the Connection with the Mission

Ask on behalf of TASK or on behalf of yourself running or walking the marathon or ½ marathon. **PEOPLE GIVE TO PEOPLE!** Your friends want to support and see you accomplish your goals!

5 Steps to a Personal Ask with an Individual You Already Know

1. **Catch up, make it personal.** Talk about the kids, your weekend, whatever.
2. **Make the transition.** Once you have spent some time chatting, make the transition. Good transitions include lines like. “Ok, so I have something important to talk with you about,” or “The reason I wanted to talk with you today is because...”
3. **Make the connection.** Two possible methods: 1.) you can discuss your personal connection to TASK, and/or 2.) your personal goal to run a marathon or ½ marathon. The strongest case will be if you can do both.
4. **Help them understand the stakes, the WHY.** Tell them WHY they should care about TASK and why you are getting involved. You could say something along the lines of, “I am running for TASK because I believe each kid should have a chance to play in team sports, no matter their level of ability.”
5. **Make “the ask.”** Make sure they know what you are asking for. “Tina, would you sponsor me to run one mile?” Be specific here. People want to know what you are asking for. ASK BIG! It gives you the opportunity to ask again later. “How about half of a mile?”

Now it's Your Turn!

To prepare you to talk with people about your cause, write out steps 3, 4 and 5 for "Making a Personal Ask". **Make the connection, help them understand why, and make the ask.** If you only had 30 seconds, what would you say?

List the 5 people you will personally ask to support you and list the dates or places you will make the ask. Also, provide an action step to accompany each ask.

For example: Ask: I will ask Bobbie next Monday night at running group

*Action Item: I will put an envelope with Bobbie's name on it in my gym bag to remind me.
or I will set an alarm on my phone about the ask for when my running group*

ends

1

2

3

4

5

Letter Writing

Below are the recommended elements you should include in your fundraising letters. Make sure your letter is no more than one page long, any longer and many people may not take the time to read it. If you can include a picture of you training, do it! People tend to be visual and a picture can be helpful to make an emotional connection.

Fundraising Letter Elements:

- 1. Introduction.** Outline your purpose for the letter, **and make it as personal as possible.** Describe your goals and why you are running for TASK.
- 2. Make a Request.** Share your fundraising goal and don't forget to make it larger than your fundraising minimum! Do not diminish your request by apologizing for asking, remember the cause. Don't be shy about the challenge you are undertaking. Many people have never attempted anything this grandiose!
- 3. Explain Where the Money Will Go.** There is **wonderful** information on the website at www.tasksports.org where you can find more information on TASK and what they do.
- 4. Include a Link to Your Personalized Fundraising Page.** Direct people to your fundraising page and remind them that it is quick, easy, and secure. They can make an online donation to you or send you checks payable to TASK. It will be easier for you if they donate online, so encourage that.
- 5. Choose a Deadline.** Request that donors send their contributions by a certain date. It should be within 2-3 weeks of when you send the letter or email. Any longer and your donors could forget! You can always send follow-up communications with another letter or email.
- 6. Closing.** Say thank you! Your friends and family want to see you succeed and reach your goals. Say thanks for reading and stress the importance of the deadline.

Donor Forms

At the bottom of each letter you will need to include a donor form in the event that they contribute by check. Create this donor form by using a dashed line to encourage donors to clip it and return the form. See examples on the following page.

It is helpful to include a self-addressed envelope along with your hard copy letter. Try to identify those that may prefer to send a check and include a return envelope along with their letters.

Sample Personal Letter #1

(DATE)

Dear (Mail Merge Field)!

Have I got news for you! I am so excited to tell you that I am training to run The Rungevity Foundation Rock 'n' Roll St. Louis Marathon & ½ Marathon to benefit TASK, which is 26.2 miles, this October. Maybe you'd like to re-read that last sentence. It's true and I can hardly believe it myself! I am running this race to raise money for Team Activities for Special Kids, known as TASK.

You probably know that I'm not much of a runner. I don't mind the occasional jog but this will be a significant challenge both physically and mentally.

To help me cross the finish line I am training with Rungevity, the official charity sponsor for the race. Not only are they helping me with my training, but one of the charities we are running to raise money for TASK, a nonprofit organization committed to helping children with severe developmental and mental disabilities have an opportunity to participate in team athletic events.

I have committed to raising \$2,000 for TASK. I will be honest in saying that fundraising is a new experience for me and presents its own unique challenges. I will need the support of my family and friends throughout my training and fundraising. Would you please consider making a gift, of \$50 or more, to support me as I run for TASK? With your support, TASK will be able to make their services available to many more children in need.

There are two ways to make a donation:

- 1) You can go to my personal fundraising page to make a quick, easy, and secure donation.
[www.crowdrise.com/\(insert your link\)](http://www.crowdrise.com/(insert your link))
- 2) You can donate with a check or credit card by mail.

My goal is to have all my funds raised by October 5th so I can truly focus on preparing for the marathon. I am confident any amount you can give will be put to good use!

Thank you for your time and consideration of sponsoring me as I run for TASK!

(Signature)

Your Name

Sample Letter #2

(DATE)

Hello (Mail Merge Field)!

It is with great excitement that I share with you that I am going to run in The rungevity Rock 'n' Roll St. Louis Marathon & ½ Marathon to benefit TASK this fall! Yes! 13.1 miles! I am working very hard to prepare, as it will be a significant mental and physical challenge.

To help me with my training, I have joined rungevity, the official charity partner for the race, and committed to raising \$2,000 for TASK, Team Activities for Special Kids, one of the charity partners in the rungevity program. The organization provides athletic opportunities for kids with significant developmental and mental disabilities. The money I raise will provide this great organization with permanent facilities for these kids to play. You can learn more at www.tasksports.org.

Will you sponsor me to run in this race as I raise money for TASK? Every gift is appreciated and will help me reach my goal. I am suggesting a \$50 donation, and anything you can do to support my efforts is greatly appreciated.

There are several ways you can give, one is to go online to my fundraising website and donate online at: (insert fundraising link here)

The second way is to cut off the lower portion of this letter and return it with a check to me by mail.

I sincerely appreciate your time and well wishes. I am trying to get all my fundraising completed by October 5th so I can focus the remaining time on my training. A donation of any amount is appreciated and will get me that much closer to the finish line!

Sincerely,
Signature

Your Name

-----Donor Form -----

- | | |
|--|--|
| <input type="checkbox"/> Yes! I will contribute! | Name____(INSERT Mail Merge Name Here)_____ |
| <input type="checkbox"/> \$1,000 | She's gone crazy and I can't believe it! |
| <input type="checkbox"/> \$500 | She's my (fill in the blank); I'll never hear the end of it if I don't donate! |
| <input type="checkbox"/> \$250 | It's just going on the credit card anyways! |
| <input type="checkbox"/> \$100 | She had better bring me back a souvenir! |
| <input type="checkbox"/> \$50 | I want pictures of (insert your name) throwing up at the finish line! |
| <input type="checkbox"/> _____ | I was never a conformer, thank you very much! |

Thank you so much! Please make checks out to TASK. All donations are tax deductible. You rock. Really.

Sample Cover Letter Language

You can ask your friends and family to help you fundraise by forwarding your letter or email on to their networks. Below is a sample cover letter that you can suggest they use. Remember, if you provide them the tools to help you, they are much more likely to oblige!

Greetings from Wendy and Larry Chapman!

We are sending the enclosed letter we received from our kids in St. Louis. You may remember Alex as a child, always full of energy and full of surprises. He hasn't changed much; this spring he announced that he will be running a marathon this fall in support of TASK, Team Activities for Special Kids.

TASK helps kids with significant developmental and mental disabilities find a place to participate in athletic events with their peers. Right now they are raising money to build permanent, safe, and clean facilities for these kids. How could we resist helping!

We are excited to make the trip to St. Louis this fall to cheer him on and are behind him all the way. Many of us know individuals with special needs and our desire is to help them live a more fulfilling life. We wanted to share this opportunity with you and hope you will consider making a donation.

Thank you for your time, consideration and support.

Sincerely,

Wendy and Larry Chapman

Sample Business Solicitation Letter

[Their Business Name]
[Their Address]
[Their City], [Their State]
[Their ZIP]



All Merge Fields from
your Database

[Date]

Dear (Business Name),

I writing on behalf of my participation in this year's The rungevity Rock'n' Roll St. Louis Marathon & ½ Marathon to benefit TASK. Team Activities for Special Kids (TASK) is a nonprofit organization whose mission is to enrich the lives of kids with special needs by providing athletic and social opportunities. Proudly, they have never turned away a child because of a disability- they have always been able to adapt the sport to meet the child's needs. During the three months I will spend fundraising for participation in this (half) marathon, I will be hosting fundraising events, volunteering at local children's organizations and working to build a team that will represent our community to compete in this year's event.

As a component of the charity marathon, I am committed to pushing myself in a way I have never pushed myself before and in order to do that, I am asking for your support. Participation in this marathon requires I raise funds to support TASK, which is an amazing organization. I am counting *on family/friends* like you for your support to help me get there.

Personally, I am working (*on this marathon/toward this goal/for this organization*) because [reason]. The opportunity to participate in The rungevity Rock 'n' Roll St. Louis Marathon & ½ Marathon to benefit TASK will allow me to (opportunity[*run my 27th marathon/compete in my first marathon/compete after my 11th knee surgery*]).

I would like to take this opportunity to ask you for your contribution to our cause. Every dollar counts and brings us one step closer to my goal for TASK. If you are willing to support my fundraising efforts you may make checks payable to me, personally, or if you are more comfortable, you may make the check payable directly to the charity: TASK (Team Activities for Special Kids). Please mail to the address on my business card before September 1st, 2012. Donations are also accepted online at my Active Giving site: www.mariakerford.tasksports.org. Your donation is tax deductible and greatly appreciated. I cannot do this without your help.

If you would like to know more about the program, please do not hesitate to call me *at 314-555-5555*. Please visit the TASK website at <http://www.tasksports.org> Thank you for helping me to reach my financial goal so that I can continue to develop as an aspiring runner, contributor and member of our community.

All the best,

[Signature]

[Name]

Remember to Attach a Business Card to this Letter!

Sample Thank You Letter

It is critical, not optional, to send thank you letters.

(DATE)

Dear Friends and Family,

I am proud to announce that with your help I met my fundraising goal and on October 19th I completed my first marathon! This has been a personal goal of mine for quite some time and I am so thankful for all your love and support.

Crossing the finish line was an incredible experience. The run was difficult, as I anticipated, and the cheer teams throughout the race helped me forget the pain. Because I was a member of the TASK Force and the rungevity program, I had the opportunity to run with more than 200 of my TASK friends, which was an incredibly supportive atmosphere.

By joining the TASK Force I was able to train with a team of supportive individuals, get back in a shape other than round and help support kids in need. What a rewarding experience!

I could not have done it without you. Your support has made all the difference.

Top 5 things I have learned in the past 5 months:

5. Eating a packet of salt is not as gross as it sounds.
4. I don't particularly enjoy running for 5 hours straight.
3. The limits we place on ourselves are what hold us back.
2. A long run really can clear your mind.
1. There is nothing more important than the support of your friends and family.

Thank you,

Your Name

Following Up on Your Campaign

There are many ways to follow up on your fundraising campaign. It is up to you to help your donors understand the cause and the urgency. Talk to them about the challenge you have undertaken. Many people intend to give but, as we all know, life is busy and things get in the way. Following up gives them the opportunity to donate.

Keeping it Fresh:

- Update your fundraising page with new pictures, add new language or start a blog.
 - A free blog-creating website like www.wordpress.com may be able to help you.
- Send an update email to your donors. Ask them to forward on your emails and letters.
- Send a letter to those people who did not respond by email and send an email to those who didn't respond to the letter. Different people respond differently. Phone calls always help too!
- Follow up with potential corporate sponsors. If you patronize their business there is a good chance they will donate an item.
- Ask that your donors check with their HR departments to see if their company has a matching gift program.
- Be sure that people understand the urgency and that it is not too late to donate!

Many participants are surprised at who donates and who does not. Do NOT take it personally. Individuals have many reasons for contributing and it is very hard to identify the reasons people do and do not give.

Sample Follow Up Email or Letter:

Hello! It's Robbie again with another update on my fundraising and training for The rungevity Rock 'n' Roll St. Louis Marathon & ½ Marathon presented by the Quinn Family Foundation. I am training for TASK, an exclusive charity partner of the rungevity program.

My training is getting more intense; at this moment I've logged over 87 hours running and I just completed my first 10-mile run! Over the next few weeks, I plan to do longer runs with more hills and intervals.

(For donors) Thank you so much for your donations to helping me accomplish this goal. This week I hit my halfway mark and I am seeing the end in sight. It's been a challenge so far and I could not have done it without your help! Please forward this on to people you think might want to help as well!

(For non-donors) I just hit my halfway point this week and I only need another \$1000 to make it to my goal! It's not too late to donate and you can easily do so today by clicking on my link: (insert link here). Every penny goes to help children with special needs gain confidence and experience the joy of sports.

Thank you for your support, both emotional and financial.

Sincerely,
(Signature)

Name

Fundraisers and Special Events

Group fundraisers and other fundraising events can be a significant addition to your fundraising plan. Here are several things to consider when planning a fundraising event:

- *What do you enjoy?* Do you like cooking, movies, sports, bowling, shopping, dancing or frequenting a local restaurant? Identify an activity that you enjoy and think about how you can incorporate fundraising and your interest.
- *What contacts do you have?* When choosing a venue or event, consider the contacts you already have. Can you hold a fundraiser at your gym or regular restaurant? Does your housing complex have space you could use? Can you get donations of food, decorations or raffle prizes?
- *Who will help you?* It is best to link up with other TASK Force team members and/or friends and family who can help you plan and implement the fundraiser. This is very important because most likely, you will not be able to do it all on your own.

Fundraising Ideas:

- *Garage Sale.* Ask your friends and family for donations of unwanted items and host a large garage sale with the proceeds going to your fundraising efforts. **This fundraiser is most successful when combined with other efforts such as selling hot dogs or other food items, having a donation jar, holding a raffle for a prize, etc.**
- *Bake Sale.* You can hold a bake sale almost anywhere - at your office, school, church or at your garage sale. Ask friends and family to donate goods to sell.
- *Breakfast or Lunch at the Office.* Provide your coworkers with a healthy breakfast or lunch in exchange for your donations. Many restaurants will donate either food items or paper goods to your cause making this fundraiser very profitable. This is a great option for locations with multiple TASK Force team members.
- *Dress Down Day.* Contact your HR department to see if they will allow you to sell Jeans Day tickets for anyone who contributes to your cause. See if you can get this implemented several times during your training.
- *Coins for the Cause.* Ask local businesses if you can place a jar with your team's picture and a brief statement regarding your fundraising. This will work particularly well if your office has a cafeteria. Other ideas would be to partner with local running stores.
- *Sell Something.* Sell your unwanted furniture on Craigslist and your old CD's on eBay. See if your marketing team has company branded items you can auction to your coworkers with the proceeds going toward the cause.
- *Restaurant fundraisers.* Many restaurants will donate a portion of their sales to a nonprofit organization. Organize a dining out night for your cause and publicize it within your TASK team runners, coworkers, friends and family. You could use the same idea at a bar and include some games such as BINGO, a raffle, trivia or other game with prizes for the winner and the bulk of the proceeds going to your efforts.
- *Host a Food Party.* Have a themed party at your house, desert and drinks work particularly well, and invite people to hear about TASK. Show the recruitment video on the TASK website and talk about why you are running for a cause.
- *Host a Bracket for a Sports Tournament.* Ask friends and coworkers to participate in a sport bracket with a 50/50 split between the winner and a charity.

These are just some ideas for fundraisers. You will be much more successful if you are able to form a group of TASK team members and come up with a few ideas to generate funds to sponsor your entire team. Let us know what ideas you come up with!

Corporate Sponsorships

One way to increase your fundraising is by asking businesses you frequent or with whom you have any sort of relationship. You will be most successful at places you have a personal contact or someone you know works for the company. Some companies have a budget set up specifically for charity and may have certain procedures you will need to follow in order to receive a donation.

Here are some best practices when asking companies to support you:

- Contact companies where you have a personal or professional relationship.
- Ask friends and families to contact companies where they have relationships.
- Identify any procedures that company has for requesting funds. Ask for the person within the company who makes decisions regarding corporate gifts and address any letter to that individual.
- Mention your personal connection with the company or business.
- You may need to follow up with a letter or phone call. Many businesses need requests in writing along with additional documentation. A TASK brochure is a good resource to hand to businesses when you make the ask.
- Identify an appropriate range for your first ask. If they say no, give them the opportunity to donate at another level. Some companies may not give \$1,000, but they will give \$100.
- Give them enough time. Some companies take up to two months to make a decision. Ask early on in your fundraising.
- Follow up! Businesses are approached frequently about corporate gifts and may not respond unless you reach out multiple times.