

Run Forward.

Give Back.

Fundraising Tips *to rock your fundraising!*



Set a Goal:

Use the fundraiser goal setting sheet to help you set a realistic goal based on your time, talents, and who you want to ask for support.

Start Early:

Don't wait until the week before the fundraising deadline (June 1, 2021) to raise your \$250. Break down your goal into small steps and mini goals to make it more tangible to reach.

Use Your Fundraising Website:

Customize your fundraising site to show why you are running, update with pictures, and send out messages to potential supporters. Maybe keep a weekly training update on there and link to your social media. Your friends and family want to know how everything is going!

Social Media is your Friend:

Social Media is a fun place to share your training, your story, or make an ask- share your fundraising page that you just updated to make it uniquely yours! We also have downloadable posts for Facebook and Instagram for you to use. And if you have an event coming up- we are happy to help you create something!

Get Creative:

Training for the In-Person 5k? Ask for \$31 donations (3.1 miles). What about the virtual 140 miles in 90 days- maybe ask for 50 cents a mile. Ask your company to sponsor a jeans day or bake sale. Make it personable and share your WHY.

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Send out Letters:

Use our custom template to send a good ole fashion letter to your family and friends. Follow up with a phone call or email to solidify a donation.

Organize an Event:

Do you already workout somewhere? Or frequent a restaurant? Ask if they can do a % back night or host a workout for donations. Get creative and we can help! Collect items of local flare and host an online raffle!

Celebrate Along the Way:

Did you rock your first workout? What about did your first fundraising event? Celebrate. Share. And continue to share your WHY! People love to see your happy and celebrate along side you.

Follow-Up:

Haven't heard back from a friend or family member? Send a quick reminder email from your fundraising website with a training update or a little more of your WHY. Include some facts and figures (we will provide to you!). Don't pester- 2-3 follow ups throughout the process is enough. A no right now, doesn't mean they won't later!

Say Thank You:

Give a thank you to those who donate and support! Shout out on Facebook, in an email, or how about creating a thank you card with your WHY on it! There are tons a fun options to say thanks!