

ROCKYRUN

FUNDRAISING TIPS

PHILADELPHIA ★ 11.10.18

TIP 1 **COMMIT TO \$1,000**

All fundraisers are encouraged to set a fundraising goal of \$1,000. Supporters like to help you work towards something, and it gives you something to message about during the course of your fundraising campaign. Sending out an email when you're at 50% of your goal is super motivating and allows everyone to see how their donations are impacting your cause.

And don't fear, we're not going to hold you to that amount; we're just going to give you all the tools and support you need to reach your goal. You can do this!

TIP 2 **LEAD BY EXAMPLE**

After creating your fundraising page, make the first donation. It gets the ball rolling, and people like seeing that you're supporting your cause.

TIP 3 **JUST ASK**

A lot of people are afraid to ask their friends and family for support. As it turns out, most of your friends and family are more than willing to help out. Remember, when you ask someone to donate to your fundraising campaign, you are giving them an opportunity to do something good for children and adults with intellectual and developmental disabilities. So be sure to ask, and ask again.

TIP 4 **SHARE**

Regularly send messages and share your fundraising link with all your friends on social media (e.g. Facebook, Instagram, Twitter) and keep everyone updated on your progress. Go above and beyond and ask your friends to share your fundraising link on their social media pages.

Tag the people that donate to your cause and thank them for their donations. When you tag someone, your post gets shared in your activity feed and their activity feed too. It's a win-win.

**See sample posts below to get started.*

TIP 5

BADGE OF HONOR

Utilize our social media downloads to let your friends know you're running the Rocky Run. When they ask you about the race, be sure to let tell them about your fundraising efforts!

TIP 6

SEND AN EMAIL

One of the best and easiest ways to ask for a donation is to send emails to your friends and family informing them about your fundraising commitment. You'll be amazed by the number of people who will help and support your fundraising efforts.

**See the sample fundraising email on page 4 to get started*

TIP 7

DOUBLE DOWN

Check to see if your company matches charitable donations. If so, you've just doubled your fundraising efforts.

TIP 8

PARTY

Throw a fundraising party (e.g., office lunch pasta party, party at your house, happy hour at your favorite bar). Provide details on how to donate to your fundraising campaign or set up a "fundraising station" that has a computer set to your fundraising page.

TIP 9

SAY THANK YOU

Send a personal thank you to everyone who donates. If they feel like their donation is appreciated, they will be more likely to support your cause in the future.

TIP 10

INSPIRE OTHERS

After you receive a donation, encourage the donor to take the journey with you and commit to fundraising \$1,000 for Special Olympics Pennsylvania as well.

SAMPLE FUNDRAISING EMAIL

Dear Friends & Family,

As most of you know, I'm participating in the 2018 Rocky Run on Saturday, November 10th and have committed to raise \$1,000 for Special Olympics Pennsylvania. Please help me reach this goal and support this amazing cause by making a donation to my fundraising campaign. Every little bit counts. Whether it's \$10 or \$100, you are making a difference in the lives of children and adults with intellectual and developmental disabilities. Your help is truly appreciated!

(Insert fundraising link here)

About the Special Olympics

Special Olympics is the world's largest program for sports training and athletic competition for children and adults with intellectual disabilities, inspiring greatness in more than one million athletes in 150 nations worldwide. Because of Special Olympics, the world has witnessed the courage, character, dedication, dignity and worth of people with intellectual and developmental disabilities.

To learn more, please visit www.specialolympicspa.org.

Thank you,
(Name Goes Here)

SAMPLE FACEBOOK & TWITTER POSTS

SOCIAL MEDIA POST #1

I'm participating in the 2018 Rocky Run and have committed to raise \$1,000 for Special Olympics Pennsylvania. Please help me reach my goal and support children and adults with intellectual and developmental disabilities by making a donation today. Thank you for your support! (Insert fundraising link here)

SOCIAL MEDIA POST #2

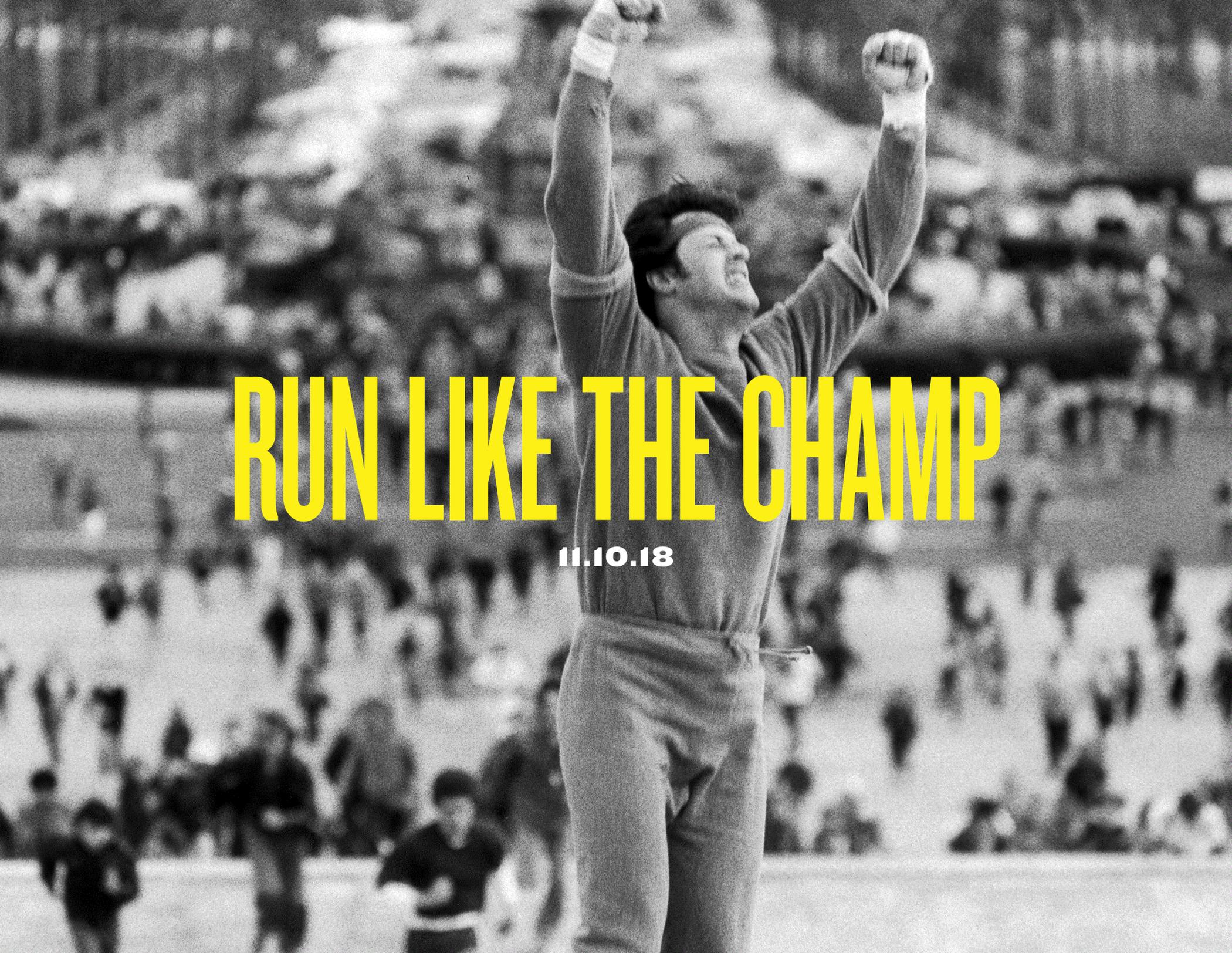
On November 10th, I'm going the extra mile at the Rocky Run and raising money for Special Olympics Pennsylvania! Please help support this awesome cause by making a donation to my fundraising campaign. Thank you for your support! (Insert fundraising link here)

SOCIAL MEDIA POST #3

I'm running the #rockyrun on November 10th! Help me reach my \$1,000 fundraising goal to support @SpecialOlympiPA (Insert fundraising link here) #run4areason

SOCIAL MEDIA POST #4

Help me reach my \$1,000 #rockyrun fundraising goal to support @SpecialOlympiPA! (Insert fundraising link here) #run4areason



RUN LIKE THE CHAMP

11.10.18