



Fundraising Plan & Schedule Team RISE 2017

FirstGiving Fundraising Plan

Your campaign /event name Chicago Half Marathon
Your event date September 24, 2017
Need help? rise@riseinternational.org

Task	Due date	Date done
<p>Pre-event planning (4 months before) Register for Team RISE and customize your FirstGiving fundraising page. Go to http://www.firstgiving.com/RISEInternational/team-rise-2017 and click on Join Now. Select Registration Type. If you have had a fundraising page in previous years, you can sign in using your old account information. If new to Team RISE, create an account. Click Next. Check "I want to join an existing team." Select the race in which you are participating by clicking on Join This Team. If you are running in the Chicago Half as a training run for the Marathon, select the Chicago Marathon Team. All team totals will be included in the Team RISE event total. The teams are separated for ease in tracking amounts for reporting. Complete the Registration information and click Next. Create a personal fundraising page and confirm registration. Share your event/goal with family and friends.</p>	May 24, 2017	
<p>Promotion (3 months before) Add a link on your Facebook page to your FirstGiving fundraising page. Send a mass email to your contacts, sharing your story and asking them to join you in support of your cause.</p>	June 24, 2017	
<p>Reminder (2 months before) Update your story with training and fundraising successes and send to contacts. Increase your fundraising goal and challenge your supporters to help your cause.</p>	July 24, 2017	
<p>Second reminder (1 month before) Send a reminder to contacts that the race is only one month out. Challenge your contacts: \$1 per mile, or \$350 sends a child to school</p>	August 24, 2017	
<p>Last push (1 week before) Send a reminder to contacts that the race is only one week out. Make a donation to your cause and ask supporters to match it!</p>	Sept. 17, 2017	
<p>Post event (3 days after) Update your story with your race experience. Send a final email offering the opportunity for your contacts to give toward getting a school built.</p>	Sept. 27, 2017	