



## Fundraising Plan & Schedule Team RISE 2017

### FirstGiving Fundraising Plan

**Your campaign /event name** Chicago Marathon  
**Your event date** October 8, 2017  
**Need help?** [rise@riseinternational.org](mailto:rise@riseinternational.org)

Task	Due date	Date done
<p><b>Pre-event planning (4 months before)</b>            Register for Team RISE and customize your FirstGiving fundraising page.            Go to <a href="http://www.firstgiving.com/RISEInternational/team-rise-2017">http://www.firstgiving.com/RISEInternational/team-rise-2017</a> and click on <b>Join Now</b>. Select <b>Registration Type</b>. 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 <b>Next</b>. Check "I <b>want to join an existing team</b>." Select the race in which you are participating by clicking on <b>Join This Team</b>. 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 <b>Next</b>. <b>Create a personal fundraising page and confirm registration</b>.            Share your event/goal with family and friends.</p>	June 8, 2017	
<p><b>Promotion (3 months before)</b>            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>	July 8, 2017	
<p><b>Reminder (2 months before)</b>            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>	August 8, 2017	
<p><b>Second reminder (1 month before)</b>            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>	Sept.8, 2017	
<p><b>Last push (1 week before)</b>            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>	October 1, 2017	
<p><b>Post event (3 days after)</b>            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>	October 11, 2017	