



TEAM RISE

2017 Fundraising Primer

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Summary

Many people are intimidated by the idea of fundraising; they imagine that fundraising is harassment of their friends and family members. Experience has shown that it is often just the opposite – people are attracted to your passion and want to get involved. Fundraising can actually be a fun way of letting people share in your challenges and goals and join you in the success of your charity.

This Primer is intended to provide you with all the tools and tips you need to succeed with your fundraising goals. These are based on what has worked for others who have approached fundraising with as much trepidation as you probably feel. 😊

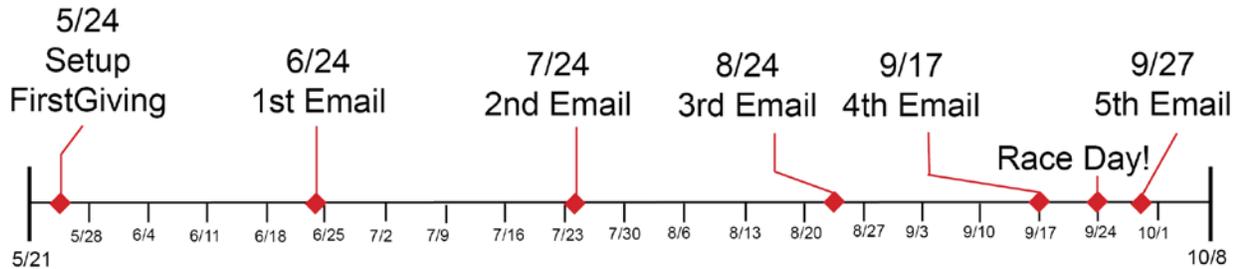
Planning Your Fundraising Campaign

Definitely think of fundraising as a campaign and not a one time event. Some people will need to warm up to the idea of your fundraising and it may take some time for them to jump on board. Be prepared to keep them engaged and ask more than one time for their support and contribution.

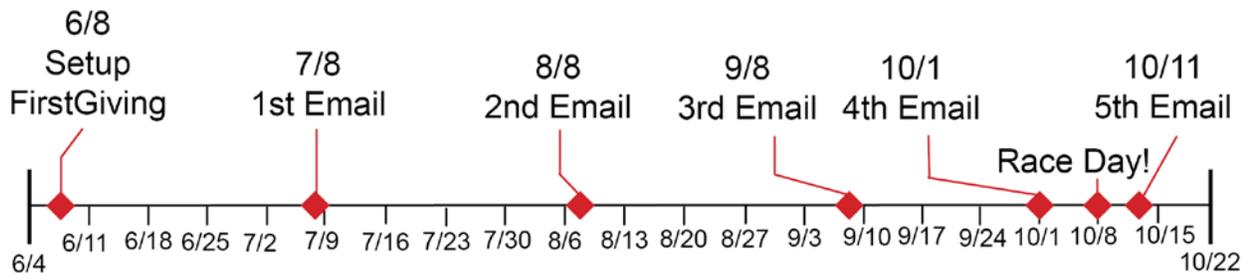
Sample Fundraising Timelines

Here are some sample timelines for the Chicago Half-Marathon and Chicago Marathon. These are based on using a FirstGiving site and emails to engage people.

Sample Half-Marathon Timeline (9/24 Chicago Half & Hope on Wheels 5k)



Sample Chicago Marathon Timeline (10/8 Marathon & 10/7 5K)



Fundraising Tools

Setting Up a FirstGiving Site

We highly recommend using FirstGiving as a simple and convenient tool for fundraising. This site can be personalized by you to allow you to reach your fundraising goals.

Here are some of the benefits of using FirstGiving:

- 1) We can all see how the team, as individuals and as a whole, is doing toward our goals.
- 2) It makes it super easy for donors to immediately respond to your invitation and make a donation by credit card.
- 3) It makes it easy for you – you don't have to collect and mail checks or keep track of cash donations.

For those who raise funds offline, record the donation on your page as an "offline donation" and mail your checks to the RISE office (PO Box 81, Winnetka, IL 60093). The office will confirm receipt of the donation and it will be added to your FirstGiving site.

First-timers – Setting up the FirstGiving Site

If you are new to Team RISE, here are the steps to set up your FirstGiving fundraising page. Please see the appendix for some sample sites from previous years – you can use these as a starting point for your own site.

1. Visit our Team RISE page at <http://www.firstgiving.com/RISEinternational/team-rise-2017>
2. Click Join Now.
3. Select Registration Type.
4. Create an account. Click Next.
5. Check "I want to join an existing team."
6. Select the race in which you are participating by clicking on Join This Team.
7. Complete Registration form. Click Next.
8. Create a personal fundraising page and URL.
9. Confirm registration.

You've successfully created your page. To tell your story, add photos and video. You can go back to your page to edit any information, including your fundraising target. To log in, click Your Account, located in the upper right corner of your fundraising page. When you sign into your account, you can Email Your Friends or post to Facebook and other social network sites to share your fundraising page with your community.

Team RISE Veterans

If you had a Team RISE fundraising page in previous years, you will need to go in and set up a new page for this year. Your existing site will be archived. Use your existing email and password to log in. You can create a new URL.

Fundraising Tips

Tips based on Team RISE Experience

- 1) Treat fundraising as a campaign, and not just a one time transaction. Keep people engaged and on your team with regular email updates.
- 2) Call the RISE office, if you need assistance (847-441-4262). They are happy to help!
- 3) Tell your personal story! Why are you running, what is the charity, etc. RISE's mission – Educating the children of Angola – is a mission that is easy to get behind.
- 4) Use FirstGiving – it works.
- 5) Use social networking tools including LinkedIn, Facebook, YouTube, and Twitter. Keep putting your message out there about how important it is and how you need the help of others.
- 6) Dive in with both feet; be willing to take the risk of making the first ask and let God do the rest.
- 7) Don't say no for people – ask them and let them say no, if they are so inclined.

- 8) Don't expect everyone to contribute; expect a 1 in 6 response rate to email inquiries.
- 9) Break fundraising down into small achievable steps, just like the training program. You didn't start training by running 18 miles – you worked your way up to it. Do the same way with your fundraising.
- 10) Set goals for your fundraising and track how you are doing against them. Set stretch goals! Big and challenging goals are often easier to achieve than small ones.
- 11) Set up rewards for yourself for accomplishing your weekly goals. Brag about it to your RISE buddies.
- 12) Some people may prefer to give checks or cash – be prepared for either. Checks should be made out to RISE.
- 13) Optimize Matching Gifts – many companies match employee's charitable gifts. You may want to include a line on your Firstgiving page to remind people to check with their employer.
- 14) Fire up your competitive juices – those of you who work out at the track recognize the value of running against others. Bring the same spirit to your fundraising by challenging others to compete for fundraising in a particular week or overall.

Additional Fundraising Tips:

JustGiving Tips:

<http://www.slideshare.net/jwaddingham/justgivings-top-10-fundraising-tips-marathon-edition>

11 Tips to Elevate Your Fundraising:

<http://www.active.com/triathlon/articles/11-tips-to-elevate-your-fundraising>

Fundraising Tips for Charity Runners:

<http://running.about.com/od/charityrunninggroups/tp/Fundraising-Tips-For-Charity-Runners.htm>

Inspirational Quotes for Runners:

To succeed you have to believe in something with such a passion that it becomes a reality. - Anita Roddick

"I tell our runners to divide the race into thirds. Run the first part with your head, the middle part with your personality, and the last part with your heart." - Mike Fanelli

Appendix

The following letters were successfully used by others and are provided to give you ideas for your own fundraising letters. Please feel free to copy them to use as a starting point to then modify to tell your story.

Updated statistics for 2017:

Estimated that between 513,000 to several million children have no school to attend

\$350 to send a child to school

Cost of a classroom - \$35,000

Team RISE Goal - raise \$35,000 to give 100 children the opportunity for education

Sample #1 - FirstGiving Site Text

Hello family and friends,

Thank you for visiting my Run for RISE fundraising page. As many of you know, last year I completed my first Chicago Marathon. This year, I wanted to pour my "sweat equity" into something much larger than just me, and use my efforts to promote a far greater cause. For that reason, I am running the Chicago Marathon on October 11 as part of a team in order to raise funds for RISE International and the children of Angola.

RISE International was founded in response to the overwhelming needs of Angolan refugees. The mission of RISE is to build elementary schools in Angola Africa where 27 years of civil unrest and war (which just ended in 2002) has destroyed the infrastructure of the country and currently several million children have no school to attend.

IMAGINE THAT...the basic human right of education that we all take for granted is not available to 4 million children. Can you imagine if that was you...or your children??? I can't, and that is why I have chosen to do my very small part for this great cause, and I invite you to join me.

This Run for RISE offers an opportunity for all of us to make an impact on some of those Angolan children who have no school to attend. For every \$300 donated to the cause, another child will have opportunities that we have all taken for granted.

My personal goal is to raise at least \$ _____ for this cause; with your help, I am confident we can do that and more.

I understand that economic times are difficult now, but I know that many of us are so blessed and have been afforded opportunities that others can only dream of. So, I ask, most humbly that you make whatever contribution you are capable of making. No donation is too small, and all are very appreciated. Every donation is 100% tax deductible, and 100% of the money goes to building a school.

Are you ready to join the Run for RISE Team? Listen to your heart and take action now - make a donation by clicking on the "DONATE NOW" button at the top or bottom of the page.

To learn more about the needs in Angola and how RISE is helping, visit RISE International at www.riseinternational.org.

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Do something to be a part of this opportunity. And please forward this on to others who want to get on the RISE team.

Thank you in advance for your support!

Sample Email Letter #1- Initial Send

Hi All -

I hope this email finds you well. I am emailing friends and family members like you to ask for your support. This October _____, I will be running the Chicago Marathon as part of a team with my church to raise money for RISE International. RISE International helps the children of Angola Africa by building primary schools in rural areas. The country of Angola has been ravaged by 27 years of civil war and the infrastructure of the country has been largely neglected or destroyed. The building of schools is a long-term strategic investment in the infrastructure of the country.

Education has made such a big difference in my own life that I cannot imagine that there are between 513,000 to several million children in Angola that do not have any school to attend. Our RISE Running team is committed to raising \$50,000 to help build a school in Angola. We recognize that this will not solve all the problems in the country, but it will make a difference in the lives of many children.

My personal goal is to raise \$5,000. Some of you have already joined me and donated - Thank You so Much! I am inviting the rest of you to please join in and support this tremendous cause. You can follow the FirstGiving link below to get an update on my fundraising campaign, to learn more about RISE, or to donate safely and conveniently online. All donations are secure and funds are sent directly to RISE International, NFP by Firstgiving, who will email you a printable record of your donation.

Visit My Fundraising Site Now!

Please join me and take action right now to help. Make a visit to the fund-raising page at the link above to contribute or to learn more. If you prefer, you can also send a check made out to RISE International to PO Box 81, Winnetka, IL 60093. Please include a note to say it is in support of my run.

Thanks in advance for your support - together we can make a large difference for some children. I've added you to the mailing list to get regular progress updates - you can opt out below if you would prefer not to be included.

Please forward this on to anyone who might like to be a part of the team.

Cheers!

Sample Email Letter #2 - Week prior to race

Hi -

We are down to 7 days remaining until the Chicago Marathon on October 9. The training miles have all been run and all that remains is the race itself. Our team is prepped and ready to run the 26.2 miles in lovely downtown Chicago.

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We have just a week left of fundraising as well. I am ecstatic that (# of donors) of you have donated nearly (\$ amount raised) to my campaign - thank you so very much!!!

If you have not had a chance to join the team, please take the time do so now. All contributions go directly to RISE International and will help us to reach our goal to build more classrooms in Angola Africa.

Sample Email Letter #3 - post marathon

October 2016

Dear friends and family,

Thank you so much for joining me to run the 2016 Chicago Marathon in support of RISE International. It was truly awe-inspiring to run as part of a SMALL team with a BIG heart. The goal for our team was to raise \$50K to help build a school in a rural village in Angola. (Give update of your goal and status as well as team goal and status)!

Running 26.2 miles was the hardest physical challenge I have ever done. I am very happy with my finishing time of ____ hours ____ minutes, a pace of ____ minutes/mile. I felt really good until 23 miles. (I had a steady pace going of just under 10 minutes/mile, but had to slow down to finish the last 3 miles. It hurt to run, but it didn't feel better to walk, so I just kept going. The crowds of spectators were thick throughout the course. People would yell out to me personally as I had written my name on my shirt. My feet were moving IN SPITE of me, carried by the purpose of a goal bigger than running the race, carried by my friends and family who were out on the course cheering me on, and carried LITERALLY by the shoes on my feet which were a gift from my dear college friends!) *-Personalize this with your experience*

I feel truly changed by being part of Team RISE and spending myself on behalf of others. I don't know if I will ever run another marathon, but I will always be part of Team RISE.

Team RISE is still taking donations and I invite you to contribute if you would enjoy helping children in rural Angola to get a school. If you would like to donate on line, here's the link:

Link to your fundraising page

Or you may send a check made out to RISE International to PO Box 81, Winnetka, IL 60093 and include a note that it is in support of my run.

With deep gratitude,

"...if you spend yourselves in behalf of the hungry, and satisfy the needs of the oppressed, then your light will rise in the darkness..."