



Fundraising Plan & Schedule Team RISE 2018

Fundraising Plan		
Task	Due date	Date done
<p>Your campaign /event name Chicago Half Marathon</p> <p>Your event date September 23, 2018</p> <p>Need help? rise@riseinternational.org</p>		
<p>Pre-event planning (4 months before) Register for Team RISE and launch your personalized fundraising page. Go to http://riseinternational.org/getinvolved/jointeamrise/ and click on Sign Me Up under Step 2. Complete the form and Send. RISE will create a personal fundraising page for you. Please provide a "story" and a photo. Feel free to send updates and we will incorporate them for you. Share your event/goal with family and friends.</p>	May 23, 2018	
<p>Promotion (3 months before) Add a link on your Facebook page to your personalized 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 23, 2018	
<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 23, 2018	
<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 23, 2018	
<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. 16, 2018	
<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. 26, 2018	

