



Fundraising Plan & Schedule Team RISE 2018

Fundraising Plan		
Your campaign /event name	Chicago Marathon	
Your event date	October 7, 2018	
Need help?	rise@riseinternational.org	
Task	Due date	Date done
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.	June 7, 2018	
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.	July 7, 2018	
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.	August 7, 2018	
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	Sept.7, 2018	
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!	September 30, 2018	
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.	October 10, 2018	

