Getting Started with Fundraising

How to Fundraise
Fundraising is easy with online fundraising tools! When you registered for the Race you automatically received your own fundraising website which can be personalized. Start now by logging in (https://urbanimpact.myetap.org/fundraiser/superhero5K), and encouraging everyone you know to visit your site, see what you are doing in the community for children and make a donation on your behalf.

The Fundraising Center houses your personal fundraising website. There, you will find e-mail templates to make sending e-mails to your friends and families as easy as can be! From the Fundraising Center you are able to set up your personal web page, send e-mails to friends, co-workers and connect with friends on Facebook. Be sure to check your Fundraising Center often for new donations and messages.

Collecting Cash or Check Donations?
Go to www.rainieravenuechurch.org/superhero to download a mail-in fundraising form.

Mail-in fundraising forms must be received by May 15, 2016 for donations to be credited toward your fundraising goal. Any forms received after that date will be counted as general Race donations. Forms should be mailed to:

Urban Impact
7728 Rainier Ave S
Seattle WA 98118
Participants: Be sure to include your full name and complete contact information on the form so that we may inform you of additional donations received on your behalf. Also on the form - please be sure to list the full names and addresses of people who make donations on your behalf so that we may send them their tax-deductible receipt.

Every dollar makes an impact. Thank you for everything you do!

Who Do You Know? Use this Memory Jogger to Find Out

We find that the most successful fundraisers are those who aren’t afraid to ask their friends and family for support – they will want to help you because this cause matters to you! Filling out this worksheet will help jog your memory.

Make a Phone Call to:
1. Parents_________________
2. Sisters_________________
3. Sisters-in-law___________
4. Brothers________________
5. Brothers-in-law__________
6. Aunts/Uncles____________
7. Cousins________________
8. Children_______________
9. Nieces/Nephews_________
10. Grandparents___________

Send an Email to:
11. Accountant_____________
12. Attorney______________
13. Babysitter______________
14. Dentist________________
15. Chiropractor____________
16. Landlord/manager_______
17. Real estate agent________
18. Physical therapist_______
19. Physician_______________
20. Wedding planner_________

Drop Off a Letter to:
21. Pet
   groomer/vet_______________
22. Drycleaner_______________
23. Florist__________________
24. Barber/Stylist____________
25. School_________________
26. Supermarket_____________
27. Manicurist______________
28. Bookstore_______________
29. Gym/Yoga Studio_________
30. Pharmacist______________

Others you might call or email
31. College friends__________
32. High school friends_______
33. Facebook friends_________
34. Children’s friends________
35. Children’s teachers________
36. Neighbors_______________
37. Parents’ friends__________
38. Former Co-workers_______
39. Coach(es)_______________

Maybe you know people from:
40. Work___________________
41. Bowling league___________
42. Gym or yoga_____________
43. Place of Worship________
44. Coffee house____________
45. Neighborhood Café_______
46. Camp___________________
47. Golf Course______________
48. Favorite Restaurant_______

Don’t forget...
49. YOU can make a personal donation
How to Write a Fundraising Letter or Email

Now that you’ve set up your personal website and you have a fundraising goal, it’s time to get fundraising! There is power in the written word so here are a few hints to help you get started.

1. Create a list of EVERYONE you know using the memory jogger. Don’t say “no” for anyone by assuming they can’t or they won’t support. Send them a letter or email and let them decide. Do not hesitate to include casual acquaintances, as they will understand you are seeking donations for a worthy cause.

2. Ask. Include a call to action. Don’t just tell them what you are doing, ask for their help. Include your personal fundraising goal in the text, and suggest giving levels. Do not diminish your request by being apologetic or by saying something similar to “I hope you can donate something.”

3. Make it personal. If mailing, hand address the outside envelope and hand sign each letter. For emails, don’t send a mass email with everyone’s address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don’t see regularly, i.e. “Mary, I hope this finds you doing well!”

4. Put your HEART into it. Let them know why you’re fundraising. This cause is important to you-share why. Don’t include too many facts or figures; instead include your personal story of why you have taken on this task. Someone will donate to you because they know you and want to support your efforts.

5. Make it easy to donate. Include your personal fundraising page and encourage online donations. If mailing, include a return envelope for them to send their donation to you. Label the envelopes with your address. It’s also nice to include a stamp on the return envelope. If they will be attending a fundraiser, instruct them to bring a check payable to Urban Impact.

6. Set a deadline. People are always motivated by deadlines. We recommend you set a deadline earlier than the event date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.

7. Send a reminder. Keep a list of those who send in donations. Send a reminder to those who have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit further to go. Sometimes, reminder letters are more successful than original letters for bringing in donations.
8. Send a thank you card. “Thanks” is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount. Staying in communication develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for future efforts.

Sample Fundraising Letter
In case you need a little more help, here’s a sample for you.

`Friends and Family,

I will be participating in the Superhero 5K Race: Running for Truth, Justice and Freedom Schools. Our goal is to invest in children by raising $30,000 for Urban Impact Freedom Schools at Rainier Avenue Church. This six week program for 60 scholars, grades K-8, focuses on reading and helping scholars fall in love with learning, all in an effort to prevent summer learning loss for children in our community.

Having access to a high quality academic program this summer means that children are improving their literacy and academic skills, not losing them. It means they will develop a more positive attitude toward school, which leads to improving their learning outcomes throughout the school year. During the summer Freedom Schools program, children read about real life heroes who made and are making a difference in our world. They see people who look like themselves in the books and learn about their cultural histories. The whole family benefits as children gain an understanding of their role in making a difference in their communities.

Please help us support the Urban Impact Freedom Schools site by donating $100, $50, $25 or $5 today! All donations are 100% tax deductible.

And everyone is welcome to be a Superhero with me on May 14 at the Superhero 5K Race – if you would like more information on the event, please go to: www.rainieravenuechurch.org/superhero

With gratitude,

(YOUR NAME)
Social Media
As we all know, social media has become one of the most powerful outlets in today’s world. We encourage you to utilize it to help you success in your fundraising efforts.

Message One, after registration:
I’ve registered for the Superhero 5K Race on Saturday, June 20. I hope you’ll join me as I run for Truth, Justice and Freedom Schools for children in our community. I care about children having the opportunity to attend this high quality, literacy focused summer program and I’m asking for your support. Visit my page to learn more <Insert hyperlink to your personal page here>

Message Two, throughout campaign:
Did you know CDF Freedom Schools plays a role in curbing summer learning loss and closing the achievement gap for our children? Did you know Rainier Avenue Church is hosting the only Freedom Schools in Washington this summer? I’m raising funds to support this! Visit my page <insert hyperlink to your personal page here> to learn more and support my efforts.

Message Three, throughout the campaign:
I’m halfway to my goal and only need $x more to reach it! Will you help me? Visit my page and make a donation today <insert hyperlink here>

Message Four, throughout the campaign:
It’s only one week before the Superhero 5K Race for Truth, Justice and Freedom Schools. I’m so excited to participate and to make a difference this summer for 70 children! Please support my efforts and visit my personal webpage to learn more! <insert hyperlink here>

Message Five, the day of the Race
Today is the day! I’m running for Truth, Justice and Freedom Schools and you can help me reach my goal of $x. Thank you to everyone who’s championed me thus far and let’s support 70 children this summer!

Key Points to Remember when utilizing social media:
• Always include a link to your personal fundraising page
• Don’t be afraid to post frequently. Remember how quickly messages end up on the next page with everyone sharing their own statuses. Make your posts regular and frequent.
• Publicly thank your donors on your page: “Thanks to John Doe for his donation. Your support is appreciated!”

One last great idea is to utilize all your communication – include a link to your webpage on your email signature!
Fundraising Ideas:
- Coordinate a “dress down day” at your office where everyone donates $5 to dress casually on the designated day
- Collect change: go door to door or at your school and ask for spare change for your fundraising
- Use your passion! Host a clothing or book swap, babysit, pet sit. Make cakes or cupcakes. Anything goes and can be turned into a fundraiser!

Make a Plan
Set a fundraising goal and then create a plan to help get you there. Here are a few suggestions!

<table>
<thead>
<tr>
<th>Raise $250</th>
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<tbody>
<tr>
<td>☐ Ask 4 relatives for $25                                            $100</td>
</tr>
<tr>
<td>Ask 5 friends for $10                                             $50</td>
</tr>
<tr>
<td>Ask 3 co-workers or neighbors for $10                             $30</td>
</tr>
<tr>
<td>Sponsor yourself!                                                  $25</td>
</tr>
</tbody>
</table>

Email Campaign:
Recruit 5 team members who will commit to sending out 25 emails asking for a donation of $25. Even with a return rate of 25% you will raise more than $100 per team member

From each child you’re helping to send to the Urban Impact Freedom schools, THANK YOU for your fundraising and support!

Cite: Walkers Guide for Walk for Epilepsy