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## Set Goals and Objectives

### Goal Setting

- Goal: How much do you want to raise?  
(this will be based on personal preference or event if you are looking to earn back your registration)
- Purpose of Funds: Clearly share on your page which Run For A Reason official charity you are choosing to support – and why
- Fundraising Target Example:
  - Target: \$500
  - Purpose: Raise funds for cancer research

### Fundraising minimums per participant or relay team

<b>Marathon</b>	<b>\$500</b>
<b>Half Marathon</b>	<b>\$400</b>
<b>Back Half Marathon</b>	<b>\$800</b>
<b>Marathon Relay team</b>	<b>\$1000</b>
<b>4-Mile Fitness Challenge</b>	<b>\$200</b>
<b>5K</b>	<b>\$150</b>
<b>Champions Mile</b>	<b>\$50</b>
<b>Kids Marathon</b>	<b>\$50</b>
<b>Toddler Trot</b>	<b>\$50</b>
<b>Pet Walk</b>	<b>\$50</b>



# Creating Your Fundraising Page

## Fundraising Platform

- Use the link shared with you by Race Roster upon registration to create a personalized fundraising page.
- Customize the page with:
  - Personal Story: Share why you are passionate about your selected charity and why you are moving for it.
  - Goals and updates: Mention your goal and how donations will help. Update prospective donors regularly on your training and fundraising progress.

## Fundraising Page Template

- Page Title: "Running/Walking for [Organization]- Help Me Reach My Goal"
- Story:
  - "Hi, I'm [Your Name], and I'm running/walking in the [i.e., DICK'S Sporting Goods Pittsburgh Marathon] to raise money for [Organization]. This organization is close to my heart because [share personal connection]. Every donation will help fund [specific project or need]. Your support will mean so much to me, and to everyone affected by [organization]. Please help me make a difference!"

## Design your own donation tiers and rewards (examples below)

- \$10: Thank you shout-out on social media.
- \$25: Personalized thank-you card and shout-out on social media.
- \$100: Special thank-you video after the event and an event-day photo with a personalized message.



## Social Media Campaign

### Pre-event Campaign

- **Kick-off Post:** Announce that you are fundraising on all social media platforms (Facebook, Instagram, X, LinkedIn).
  - Include a link to your fundraising page.
- **Goal Sharing:** Regularly update your followers on your progress toward your goal, your training, and event preparation.

### Example Post:

"I've officially started training for the [i.e., DICK'S Sporting Goods Pittsburgh Marathon], and I'm running/walking to raise money for the [Organization name]. Every donation helps me get closer to my goal, and together, we can make a huge difference! Please consider donating or sharing my page!"

### During the Event

- **Live Updates:** Post live updates or stories throughout event day (e.g., "Just hit the 5K mark! Thanks for supporting my efforts to raise funds for [Organization]!").
- **Thank You Posts:** When you reach milestones (fundraising or personal goal), thank your donors and show appreciation on social media.

### Post-Event Thank You

- **Event-day Recap:** Post a picture of you crossing the finish line and a message of gratitude to your supporters. Example Post:
  - "I did it! I completed the [i.e., DICK'S Sporting Goods Pittsburgh Marathon], and with your amazing support, I raised \$[Amount]! Thank you all for believing in me and helping [Organization] move one step closer to [specific goal]."



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# Email Campaign

## Email Template 1- Initial Ask

- Subject: "I'm Running/Walking for [Organization]! And need your help!"

Dear [Name],

I am excited to announce that I will be running/walking in the [i.e., DICK'S Sporting Goods Pittsburgh Marathon] to raise money for [Organization]. This charity is incredibly important to me, and I need your help to reach my fundraising goal of \$[Amount]. Any contribution, big or small, will make a huge difference in supporting [project or initiative]. Please click the link below to donate: [Fundraising Page Link]

Thank you for your support!

Best,  
[Your Name]

## Email Template 2-Mid-Campaign Update

- Subject: " I'm Halfway toward My Fundraising Goal of \$[Amount]-- Can You Help Me Cross the Finish Line?"

Dear [Name],

I am halfway through my training and have raised \$[Amount] of my \$[Goal]! I still need your support to keep the momentum going and reach my target. Could you help me get one-step closer to the finish line?

Every dollar counts in supporting [Organization]. I am incredibly grateful for your help!

Donate here: [Fundraising Page Link]

Thank you for your support!

Best,  
[Your Name]







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## Engaging Family, Friends, and Community

### Host a Virtual Fundraising Event

- Event Watch Party: Host a live event on Zoom or social media platform where you track your progress, chat with donors, and give shout-outs.
- Group Workouts: Invite friends and family to join you for part of your/walk (either physically or virtually).

### Incentivize Participation

- Encourage others to join the fundraising effort by offering rewards, such as:
  - Personalized videos/ social stories
  - Donor shout outs during your training run/walk





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# Post-Event Thank You and Impact Reports

## Thank-You Notes

- Send personalized thank-you notes to everyone who donated, whether through email or U.S. mail.

## Impact Report

- Talk to your charity, and once the funds have been raised, provide donors with a report of how the funds were used and the impact of their contributions.







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# Additional Tips For Success

- **Use Visuals:** Post pictures and videos of your training and journey to show the hard work you are putting in.
- **Set a Deadline:** Create a sense of urgency by setting a clear end date for the campaign (e.g., the day of the event). Keep in mind, our fundraising period does not end until May 31, 2025.
- **Engage with Donors:** Respond to comments and messages. Acknowledge donors in your social media posts.
- **Matching Gifts:** Check if any of the donor's employers (or your employer) will match the donations, increasing the impact.

This fundraising plan outlines a clear path to success by combining physical activity, social media, email campaigns, and community engagement. By tapping into your network and making the campaign personal and engaging, you **WILL** be able to raise funds for your chosen Run For A Reason Official Charity while hitting your personal fitness goals!